

THE EFFECTIVENESS OF AZAM TANI PROGRAM
TOWARDS POVERTY REDUCTION AMONG
PARTICIPANTS OF STINGLESS BEES HONEY
PROJECT: A CASE OF FARMERS' ORGANIZATION
AUTHORITY (FOA) IN KELANTAN

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The Effectiveness of AZAM Tani Program Towards
Poverty Reduction Among Participants of Stingless Bees
Honey Project: A Case of Farmers' Organization
Authority in Kelantan

by

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LIST OF ABBREVIATIONS

AFO	Area Farmers' Organization
AZAM	Akhiri zaman miskin (end time of the poor)
BOD	Board of director
FOA	Farmers' Organization Authority
FO's	Farmers' Organizations
GTP	Government Transformation Program
KADA	Kemubu Agriculture Development Authority
MADA	Muda Agricultural Development Authority.
MOA	Ministry of Agriculture and Agro Based Industry
NAFAS	National Farmers' Organizations
NKRA	National Key Result Areas
SFOs	State Farmers' Organizations

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**Keberkesanan Program AZAM Tani Terhadap Penurunan Kadar Kemiskinan Di
Kalangan Para Peserta Projek Madu Kelulut: Satu Kes Lembaga Pertubuhan**

Peladang Negeri Kelantan

ABSTRAK

Pertubuhan Peladang Kawasan (PPK) dibawah seliaan Lembaga Pertubuhan Peladang (LPP) memainkan peranan penting terhadap memacu pembangunan pertanian di sesuatu kawasan. Peranan signifikan PPK melalui perkhidmatan diberikan dalam usaha memenuhi harapan para peladang dikenali sebagai faktor luaran di dalam program berkaitan. Sebagai organisasi yang dekat bersama peladang-peladang, menjadikan PPK sebuah agensi yang relevan bagi menyalurkan bantuan-bantuan kerajaan. Sementara itu, respon para peserta adalah penentuan penting sebagai faktor dalaman bagi projek madu kelulut di bawah program AZAM Tani seliaan LPP negeri Kelantan. Program AZAM Tani di bawah program 1 AZAM dicetuskan melalui Bidang Keberhasilan Utama Negara (NKRA) rentetan inisiatif Program Transformasi Kerajaan (GTP). 1 AZAM adalah inisiatif bersungguh pihak kerajaan untuk menambahbaik kehidupan rakyat berpendapatan rendah dengan misi mengurangkan jurang kemiskinan. PPK memberi respon bersungguh terhadap inisiatif tersebut yang sealiran tanggungjawab sosial bisnes PPK terhadap sektor pertanian dan pembangunan luar bandar menjadikan pergerakan peladang signifikan di akar umbi. Walaupun PPK adalah berentitikan perniagaan sejajar pendekatan koperasi, PPK tetap memberi respon positif dan bersedia melaksanakan Program AZAM Tani. Obligasi sosial terhadap para peladang dapat diterjemahkan antaranya melalui Program AZAM Tani. Namun, terdapat perbezaan pendekatan pengurusan perniagaan sebenar dan perniagaan sosial menjadikan situasi tekanan perniagaan terwujud di kalangan kakitangan PPK. Rentetan itu, pendekatan terbaik amat penting bagi membawa kepada keberkesanan program. Situasi ini juga menjadikan kakitangan PPK lebih bersemangat dan bersungguh membantu masyarakat miskin di luar bandar. Pengukuhan organisasi terserlah dengan penglibatan dan sumbangan masyarakat luar bandar di dalam ke ekonomi dan pembangunan sosial negara. Jelas menunjukkan kombinasi peranan PPK (faktor luaran) dan peserta itu sendiri (faktor dalaman) adalah penting bagi kejayaan projek madu kelulut di bawah Program AZAM Tani yang dijayakan pihak LPP di Jajahan Pasir Mas.

**The Effectiveness of AZAM Tani Program Towards Poverty Reduction Among
Participants of Stingless Bees Honey Project: A case of Farmers' Organization**

Authority in Kelantan

ABSTRACT

The Area Farmers Organizations (AFO) under the supervision Farmers Organization Authority (FOA) plays a key role in the area development concept. The active role of AFO to serve and meet farmers' expectation known as external factor towards related program. As the organization closest to small farmers, it may well serve as its link through which development aid from the government can be channelled to the farmers. Therefore, the response by participants of stingless bees honey in AZAM Tani program under FOA in Kelantan are vital and being determine as an internal factor. AZAM Tani Program, initiate by the National Key Result Areas (NKRA) which is the government transformation program under 1 AZAM. 1 AZAM revealing that the government is serious in its efforts to improve the lives of low-income people with the goal of reducing poverty. AFO in response seriously to that initiative as a social business to drive for agriculture and rural development, makes this coordinating role of Farmers Movement a crucial one. Nevertheless, AFO are business entity, aka pre-cooperative approach, AFO give positive response and action to execute the AZAM Tani Program. The reason is a social obligation to the farmers through social business can be carried out. The different approach to manage this program compared to existing mainstream businesses makes the business stress situation among particular management staff. Therefore, is important to have the best approach leads to the effectiveness and success of the program. Further, the business stress exists to make AFO team more passionate and hard-working to help the poor in rural areas. Moreover, this will strengthen the organization which promotes participation of rural residents in the economic and social life of the nation. Obviously, the vital role being part by AFO (external factor) and participants (internal factor) particularly, derive the success of the stingless bees honey project under AZAM Tani Program run by FOA at Pasir Mas District.

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CHAPTER 1

INTRODUCTION

1.1 Introduction

This chapter provided overview of AZAM Tani program under Farmers Organization Authority (FOA) in Kelantan and related information regarding participants' response and expectation that impact to the successful of the project. Various type of project involved in AZAM Tani program. To date, the amount of AZAM Tani participants in Kelantan under FOA is 1,120 people. In this research is focus on stingless bees honey project that run by 37 participants under Farmers Area Organization supervision. According to Anriquez (2007) agriculture sector is one of the best choice in order to reduce poverty in rural area and overall development.

This section explains relevant studies on the effectiveness of AZAM Tani Program by FOA in Kelantan towards poverty reduction among participants of stingless bees honey project. The problem statement and the objectives of the study are identified together to answer the research questions. Also in this chapter, limitation of this study will be discussed. The obstacle of the research will be touch in the limitation of study after the scope of the research part. The significance of the study is described and limitations of the study also be notified.

The organization of research used in this research provided at the last section of the chapter.

1.2 Background of the study

Farmers' Cooperative which apply cooperative principles freedom of association, democratic, one member one vote, members economic participation, autonomy, training and concern within community. Regarding to this matter show that Farmers Cooperative or Farmers Organization is a relevant institution to the role sustainable livelihood of its members even poor farmers members can be decrease the number of poverty among them (Bachke, 2010).

Farmers' Cooperative is close development vehicle among farmers in rural areas. This unique organization that can do economic matter in rural areas with the dominant services are like harvesting and Plough mechanization, marketing, agro input, storage facilities, farmers' welfare, training and etc. Credit facilities and distribution agricultures input are most common activities did by Farmers Cooperative (Oluwaseun Kolade, 2014).

Cooperatives are important in the agricultural sector to the developed rural areas. The basic idea behind cooperatives is to strengthen farmer's market power. Unity of farmers under Farmers Organization making their voice become stronger even power of supplier become more bigger which effect that farmers can determine the price without any interfere from middle man. As a result farmers and consumer will get benefit together.

The problem occurs in rural area always been related to poverty. A significant sector in rural area is agriculture. Small farmers always be linked with poverty because a lot of problems in a real rural area. Irrigation problem, diseases, capital, no marketing channel, gender discrimination, overlook by local authorities to develop small farmers and help them out of poverty all of this are real situation that happen in rural areas. By that Farmers' Cooperative is local institution which close with farmers can bring farmers voice to the government (Allahdadi, 2011).

Farmers' Cooperative in Malaysia was known as Farmers Organization is actively role as champion in services to the farmers. Farmers Area Organization which located at every districts in Malaysia are close institution to the farmers in rural areas. Every state in Malaysia have one State Farmers Organization and apex body for Farmers Movement in Malaysia is NAFAS. NAFAS is National Farmers Organization which content all representative from every state. All development program, Farmers Organization Law (109 Act, 1973) implementation and social activities are monitor help by Farmers Organization Authority. Farmers Organization Authority as registrar which measure that every Farmers Cooperative in Malaysia apply good governance on daily jobs (FOA, Anual Report, 2013).

Poverty eradication remains high on the national agenda. Malaysia's seriousness about poverty eradication - one of the millennium development goals - has enabled it to achieve a drastic reduction of the overall poverty rate from 60% in the 1970s to 3.8% in the 2009 and to 0.6% in year 2014. Poverty rate stated in rural area also shown decreased digit from 7.1 % in 2007 to 1.6% in year 2014.

Hard core poverty has been virtually eliminated, declining to 0.7% in 2009 to 0.1% in year 2014. Although the incidence of poverty is low, pockets of poverty exist with high incidence among specific ethnic groups and localities (Nor, 2015).

Malaysian Government under the Ministry of Women, Family and Society, had promoted the initiative 1 AZAM that main target is to end the Poverty. In order to boost the standard of living of society with low income, Under 1 AZAM there is program specializing in agriculture, known as AZAM Tani.

In order to reduce poverty in rural area one of the initiative by AFO is through Azam Tani Programme. AFO play a big role towards this programme. This fund comes from Ministry of Agriculture and Agro-Based Industry has been appointed AFO to assist the target groups in the agriculture and agro-food sector. AFO identified among the members which listed in e-Kasih record as a priority selected. Participant that not as members for AFO will be registered later.

AFO will assist to the low income heads of household who are registered with e-kasih and fall under the category of abject poor/poor and have interest in pursuing agriculture projects. Project implemented shall be those that bring immediate result (quick win project) to the participants. Types of projects are crops, fisheries, livestock, processing, agriculture product business, marketing facilities/equipment, services and craft.

The main target of AFO to AZAM Tani programme are to help the poor participants by increase their income through improve the knowledge, skill and ability. From the entrepreneurial and technical skill training will assist participants to reality business. The assistance worth is around RM 10,000.00 given to each

participant are in physical material such as premises/infrastructure, livestock, crop seed, raw materials, machinery, equipment and etc. This allocation is to assist them either to starts the business or enhance the existing activities that they have done. The most important thing AFO role to help them out from the poverty circle be implement (FOA, AZAM Tani Report, 2015).

Stingless bee farmers in the state of Kelantan, Malaysia, commercialize three types of stingless bee products, namely honey, bee bread and propolis. The current market price for stingless bee honey is RM 190 per Kg, RM30 for 200g of bee bread and RM25 for 10ml of propolis, depending upon consumers' demands.

1.3 Problems statement

At the moment there is no academic research done on AZAM Tani program operating under the Farmers Organization Authority (FOA) especially in Kelantan. Under the program AZAM Tani throughout Malaysia, Farmers Organization Authority operated a total of 2,800 participants were involved that those were selected from among the poor. Total of 1,120 participants were from Kelantan (FOA, AZAM Tani Report, 2015). Area Farmers Organization (AFO) are the front liner to execute the AZAM Tani program under the supervision of FOA. The impact of the study, conducted the development of entrepreneurs and participants paradigm change is relevant to the industry that can be improved the approach being applied on future programs.

Furthermore, the research through (Etwire, 2013) show that farmers interest are influence by tangible benefits either it is credit fund or extension service. Participants are among the poor people who have colourful characters and behaviours that will be expose. Their acceptance of the project is important and emphasized by FOA. Various responses before receiving the project should be reviewed to set the next step. Effects of psychology in the early stages in terms of what they think of, either it is give impact on the outcome of the project or not. Through this research project that matter will be study.

Expectation from the farmers on projects awarded especially under the AZAM Tani program is important to be identified. Their expectations to project as a milestones of successful of the project. As external factor to the farmers that are beyond of their control, but it is also a weighting factor to enhance their motivation. According to Mourad (2016) the public authorities need to plan the best way to implement for poor farmers involve in agriculture in term of high value agricultural activities, sufficient funding and improve the technical assistant.

AZAM Tani project success factors is important because this project was given to the poor in order to increase their income indirectly help support daily expenses. This matter can be relate the effort to manage the possession of project become more competitive advantages by the way have appropriate personal characteristics and capabilities from participants to face the opportunities and challenges at the right time and right way (Vukelić, 2014).

1.4 Research questions

In the research question, it has been identified three main question that projected the effectiveness of AZAM Tani Program run by FOA towards poverty reduction among participants that involve in stingless bees honey project in Kelantan. Research questions that aim to be address are:

- i. What are the response projected by participants?
- ii. What are the expectations received by the participants?
- iii. What are the factors contributing to the effectiveness of this project?

1.5 Research objectives

Goal of this study to identified how far the response and expectation by participants of AZAM Tani in stingless bees honey project influencing retention the effectiveness of the program. The study involved a factor contribute to the successful of the project. Based on the statement of the problem presented, there are three objectives that have been identified as follows:

- i. To find out the response projected by participants.
- ii. Considering expectation of the participants.
- iii. To determine the factors contributing to the effectiveness of this project.

1.6 Research scope

The purpose of this research is to explore on the effectiveness of AZAM Tani Program by Farmers Organization Authority in Kelantan towards poverty reduction among participants of stingless bees honey project. This project is located at Chetok, Kangkong and Rantau Panjang which under Pasir Mas District, Kelantan. The amount of participants are 37 farmers and the project had been implement at surrounding their house. In this research 10 respondents will be choose for interview session. The research will evaluate base on semi structure questions which are contain about response and expectation from participants. AZAM Tani program impact based on response and expectation by participants, poor farmers' involvement, challenge, training, knowledge, skill, and attitude also will be emphasized for determine the successful of the project.

As this research only covering selected participants in AZAM Tani program which are the farmers involved in stingless bees honey project under AZAM Tani program by FOA Kelantan. The result will be significant on this particular population, however the conceptual framework may suit to explain on other population such as farmers, farmers' cooperative, poor community in rural area and any agencies interest to involve in social business that have engagement with farmers at rural area.

1.7 Limitation of the study

There are several constraints in conducting this study. The duration of this study is two months. The commitment of the respondent, namely among the poor people is a different approach for acquiring information. The commitment from the respondents are crucial in order to have quality conversation during interview session. The existence of officers and farmers leader from AFO will help the researcher in term of reliable image occur.

This is the first study to look for this topic then certain period of time needed to get information. Next, for literature review journal search is from year 2000 till year 2016. The data collection has conducted through interview method without involving quantitative process by distribution questionnaires to respondents for a deeper study about the response and expectation by farmers to AZAM Tani program. Meanwhile, the information which formed the findings are based on the opinions and perceptions of successor in the qualitative form only. Indeed, the data collected is also based on semi structure question presented during the interview. The accuracy and validity of the data is depend on the answers given by the informant as well as the findings also based on the honesty of the informant answered questions posed to them.

1.8 Significance of the study

Throughout the AZAM Tani program executions from 2010 to 2016, lack of related research was carried out. As a result, this is pioneer study on AZAM Tani program that run by FOA in Kelantan. Poverty is universal problem of any developing country. Various programs are carried out to solve the problem. Agricultural projects in rural areas is the best tool for helping the poor people and seek to increase their daily income. Want to change the attitude and determination is very important to begin the first step into a thousand steps ahead. Therefore, through this summary research obtained will give some guide in term of effect of response and expectation from farmers towards the successful of the project. Success factors of the project is very important in the correlation between farmers' attitudes and outcomes. The government and related agencies can make this theory as a guide and improve service, dedication and responsive to working closely with farmers.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

The chapter aimed to clarify a concept and theory of AZAM Tani Program, Farmers Organization Authority (FOA), Area Farmers Organization (AFO), participants involve in stingless bees honey project, farmers' cooperative role and poverty in rural area. Further, the literature review will explain about the concept, category and model for the family business. Align overview of literature review was mentioned by Machi and Mc Evoy (2009) as below:

“...a written document that presents a logically argued case founded on a comprehensive understanding of the current state of knowledge about a topic of study. This case establishes a convincing thesis to answer the study's question.”

Farmers' livelihood are the matter concern by Farmers Organization. Small farmers do projects as economic activities to fulfill basic needs and earn some cash. Farmers' Organization as a rural financial institution can play big role in overcome poverty problem. Cooperatives are important in the agricultural sector to the developed rural areas. The basic idea behind cooperatives is to strengthen farmer's market power. Unity of farmers under Farmers Organization making their voice become stronger even power of supplier become more bigger

which effect that farmers can determine the price without any interfere from middle man. As a result farmers and consumer will get benefit together.

2.2 AZAM Tani program

AZAM Tani program under Farmers' Organization Authority (FOA) in Kelantan and related information regarding participants' response and expectation that impact to the success of the project. Various types of project involved in the AZAM Tani program. To date according to table 2.1, the amount of AZAM Tani participants in Kelantan under FOA is 1120 people. This amount is the accumulate figure for participants involved in AZAM Tani program under 10th Malaysia Plan. Kelantan is the highest number of participants compared to others state. This research is focused on a stingless bees honey project that's run with 37 participants being guide by Area Farmers' Organization (AFO). The Agriculture sector is one of the best choice in order to reduce poverty in rural area and overall development (Anríquez, 2007). AZAM Tani provides opportunities to generate income through agriculture-based activities that deliver results or short-term returns. This agriculture-based activity includes vegetables and fruits farming. Fertigation chili, mustard, pineapple and corn are some examples of agriculture-base activities that has been implemented in AZAM Tani program. As for livestock, freshwater fish, chicken and duck are the most general and common activities. The program is conducted both in groups and individually. This program was implemented in collaboration with the Ministry of Agriculture with the agency at the state level.

Table 2.1: Summary AZAM Tani Program by Farmers Authority Organization in Kelantan during 10th Malaysia Plan (Mohd, 2016).

YEAR	CATEGORY	TOTAL PARTICIPANTS	TOTAL PROJECT	ACTIVE	UNACTIVE	% ACTIVE
2011	INDIVIDU	186	186	83	103	45%
2011	CORPORATE	464	14	464	0	100%
2012	INDIVIDU	320	320	230	90	72%
2013	INDIVIDU	50	50	50	0	100%
2014	INDIVIDU	50	50	49	1	98%
2015	INDIVIDU	50	50	50	0	100%
TOTAL		1120	670	926	194	83%

Farmers' Organization Authority (FOA) aligned management philosophy of Farmers' Organizations (FOs) as a basic standpoint of their operation in Malaysia. The philosophy consists of three important elements. First, the FOs are the farmers based institution, operating on co-operative principles to mobilized farmers and their factors of production. Second, the FOs functions as a provider of integrated agriculture-services to uplift the economic and social status of its members. Finally, the FOs operates as a profit oriented business entity and strives to provide returns to its members (FOA, Annual Report, 2013). In order to reduce poverty in rural area one of the initiative by FOA is through AZAM Tani Program. This fund comes from the Ministry of Agriculture and Agro-Based Industry (MOA) has been appointed FOA to assist the target groups in the agriculture and agro-food sector. FOs which located at target point is the best vehicle to leverage the cooperative principles in term provide better service to develop economy and social aspects for the farmers in rural areas. Nevertheless, as a profit oriented

business entity with the integrated agriculture services implementation as a main corporate task, AZAM Tani Program becomes challenging for FOs definite. The value need to convey by the FOs regarding for this special task under the supervision by FOA will be evaluated by the government and people or 'rakyat' as well has eventually become the business stress in the transformation era.

AZAM Tani Programme that been implemented from AFO with the assist by FAO show that the Malaysian Government believe that Farmers Organization can deliver the task given. For Farmers Organisation that is responsibility to ensure all the allocation are given to respective group efficiently and its work. Rather than making cooperative business AFO also need to take care their members especially within the poverty level as a social responsibilities to making them involve in AZAM Tani Programme. Latest numbers of participants involved was 2800 in national level show in figure 2.1. AZAM Tani project under the Farmers Organization Authority just been implemented at states in Peninsular Malaysia. Project implemented shall be those that bring immediate result (Quick Win Project) to the participants. Types of projects are crops, fisheries, livestock, processing, agriculture product business, marketing facilities/equipment, services and craft.

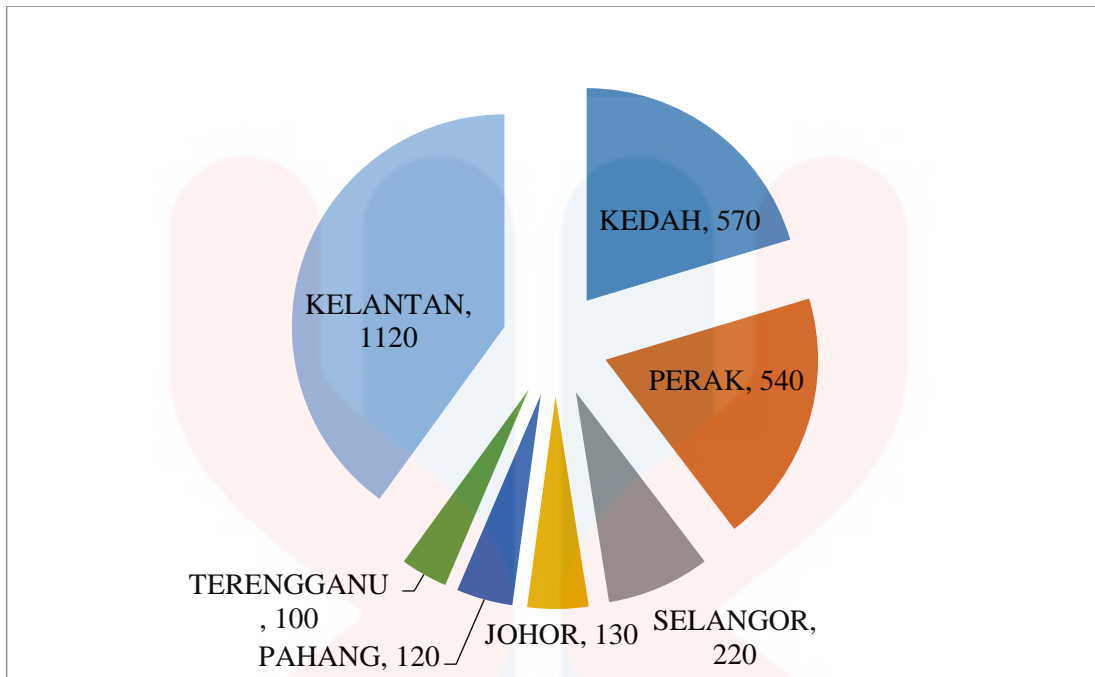


Figure 2.1: Statistic of participants involve in AZAM Tani Program under Farmers Organization Authority in Malaysia (Mohd, 2016).

From this statistic show in figure 2.1 that Kelantan was the highest participants involve in AZAM Tani program. Everybody participant will get RM 10,000.00 in term of in physical material or in kind approach. The assistance worth is around RM 10,000.00 given to each participant are in physical material such as premises/infrastructure, livestock, crop seed, raw materials, machinery, equipment and etc. This allocation is to assist them either to starts the business or enhance the existing activities that they have done. The most important thing AFO role to help them out from the poverty circle be implement. Several types of projects implementation (refer to figure 2.2) and age 36 to 55 years old (refer to figure 2.3) are the majority of participant. Radieah 2016 have mentioned about AZAM Tani:

“This is a project based ability, skills and interests of the participants. Ministry of Agriculture and Agro-Based Industry Malaysia (MOA), departments and agencies will ensure that the project is viable by the participants based on sustainable income factors. For participants who are not productive, departments and agencies will determine the projects to be carried out by members of the household. If there is no member of the household that are capable, participants will be considered for passive assistance.”

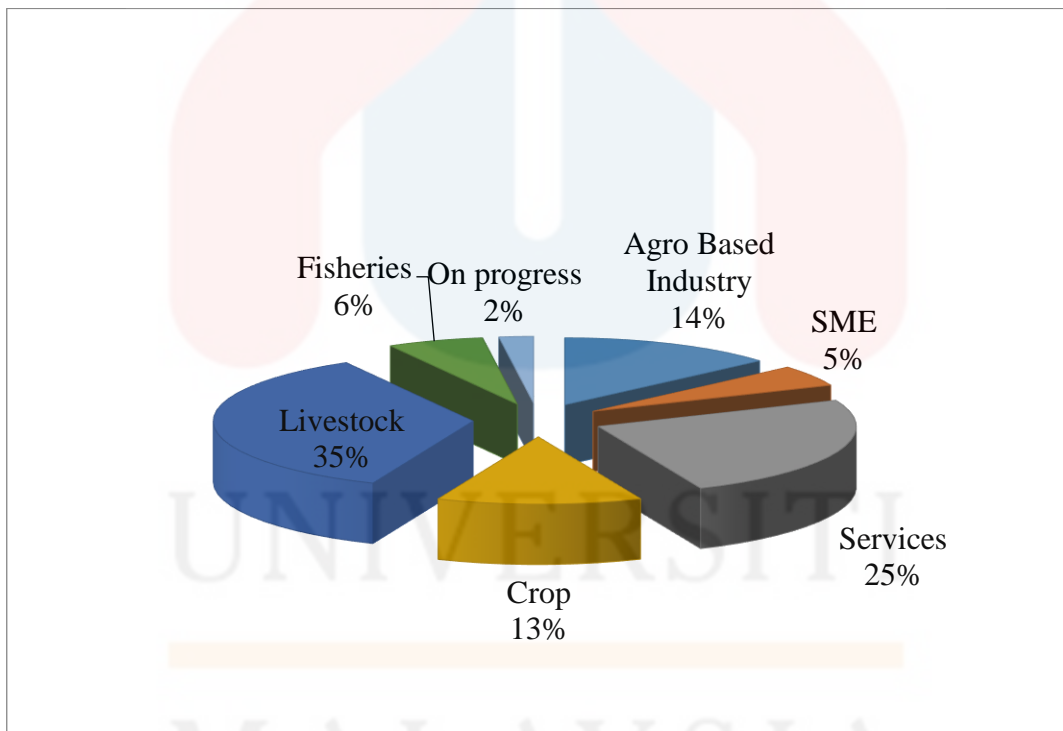


Figure 2.2: Variety of AZAM Tani projects under FOA in Kelantan state (Mohd, 2016).

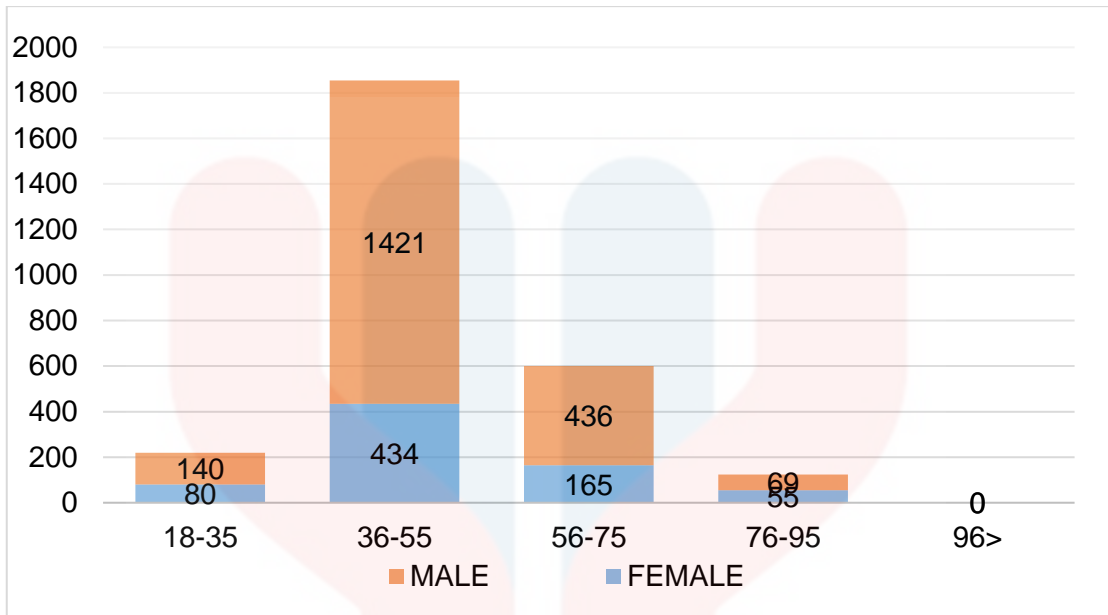


Figure 2.3: Age participants in AZAM Tani Project under FOA supervision (Mohd, 2016).

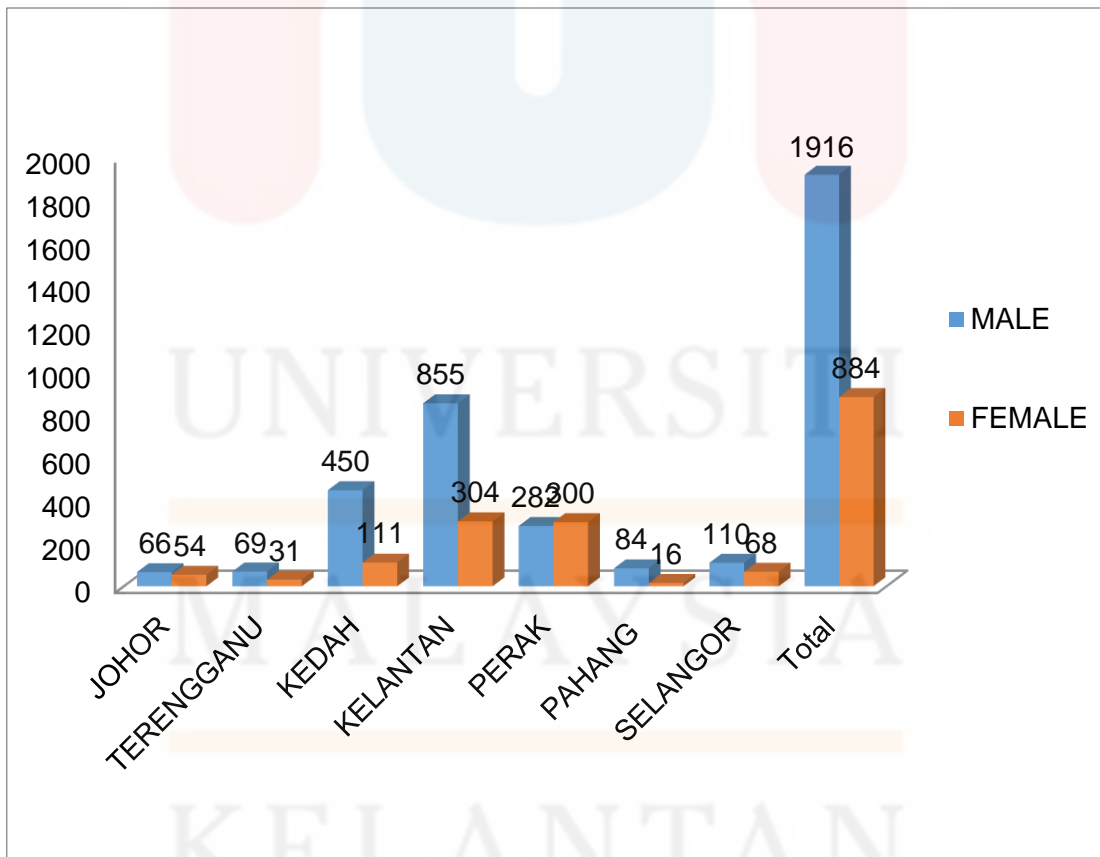


Figure 2.4: Participants gender involved in AZAM Tani Project under FOA supervision (Mohd, 2016).

Launch of National Key Result Areas (NKRA) and the government transformation program, revealing that the government is serious in its efforts to improve the lives of low-income people with the goal of reducing poverty. Under the NKRA and this can be seen the launch of a program of development of poor communities AZAM Tani program. That this program is one program of four programs under the project 1 AZAM (end time of the poor). The project is the responsibility of the Ministry of Women, Family and Community Development (the ministry) is the leader of this core. However AZAM Tani program has been given to the Ministry of Agriculture and Agro-Industry to manage it. If viewed directly, this is the core implementers for each target group. Maximum is to RM10,000 for each head of household or 'KIR' known by 'ketua isi rumah'. This is the reason why at figure 2.4 show that male are the majority participants according to gender.

The main target of AFO to AZAM Tani programme are to help the poor participants by increase their income through improve the knowledge, skill and ability. From the entrepreneurial and technical skill training will assist participants to reality business. According to Radieah 2016:

“Projects carried out under AZAM Tani are performed in both individually or in groups. These projects are mostly projects that bring quick results ranging from one to six months of implementation. Previous studies have shown that agricultural growth has a larger effect on poverty reduction than the growth in other sectors. There are variety of projects

on agriculture and agro-based industries that are implemented under AZAM Tani's program.”

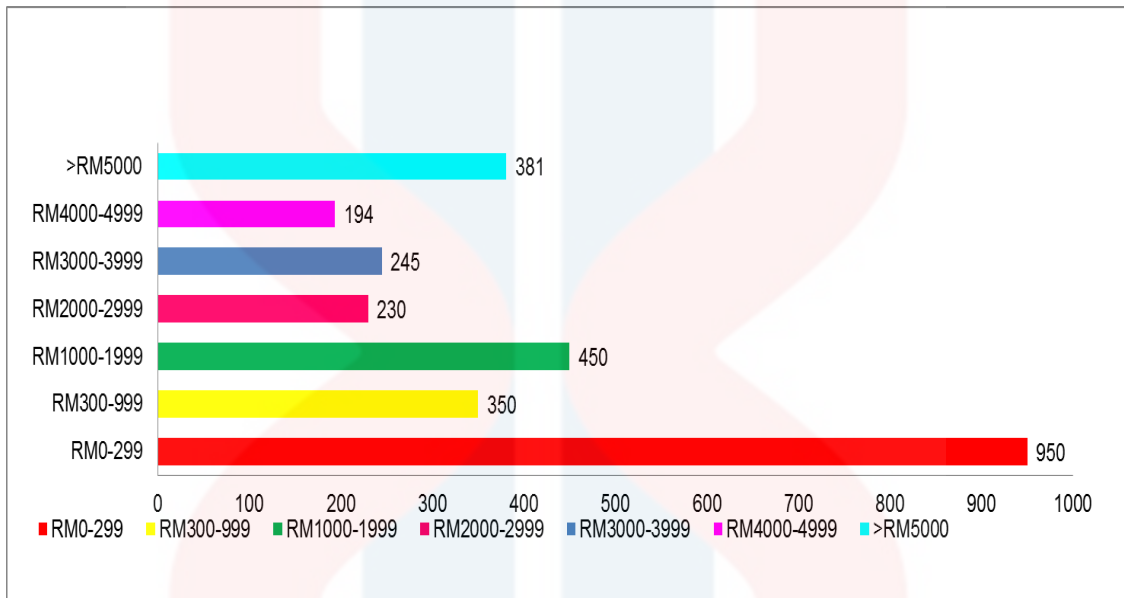


Figure 2.5: Income of participants (Mohd, 2016).

Table 2.2: Achievement of participants' income (Mohd, 2016).

INCOME	NO OF PARTICIPANTS
RM0-299	950
RM300-999	350
RM1000-1999	450
RM2000-2999	230
RM3000-3999	245
RM4000-4999	194
>RM5000	381
Total	2800

From the latest figures show that with various activities then impact to their income. This activities will give value add to those participants that already have jobs or basic income. Got 381 participants that achieve high income more than RM 5000. This proof poor people if we give platform, trained and assist them with the right determination and discipline they will be succeed. Nonetheless, Area Farmers Organization (AFO) still need to work hard in order to meet initiative to reduced poverty among members. Still have 1300 participants that got income below RM 1000. Several factors influence this numbers because of ongoing project at preliminary stage and take time to show the positive impact.

2.3 Government Initiative

The Malaysian Government under the Ministry of Women, Family and Society, had promoted the initiative 1 AZAM that the main target is to end the Poverty. In order to boost the standard of living of society with low income, Under 1 AZAM there is a program specializing in agriculture, known as Azam Tani. Mohd Hudzairi (2016) on Azam Tani Program:

“The issue of development has always feared to be affected by the presence of poverty. Under the NKRA and this can be seen the launch of a program of development of poor communities AZAM Tani program. That this

program is one program of four programs under the project 1 AZAM (end time of the poor).”

In order to reduce poverty in rural area one of the initiative by Farmers Organization is through AZAM Tani Program. Farmers Organization plays a big role towards this program. This fund comes from the Ministry of Agriculture and Agro-Based Industry has been appointed Farmers Organization to assist the target groups in the agriculture and agro-food sector. Farmers Organization identified among the members which listed in the e-Kasih record as a priority selected. Participant that not as members in Farmers Organization will be registered later.

“Beside the Public and Private sectors, Cooperative being the third economic sector of the country has the important responsibility for improving rural livelihoods by playing major role in improving the agriculture sector as majority of the population depends on it for their livelihood particularly in rural area (Kumar, 2015).”

Based on above statement important role by Farmers Cooperative in this case run by Farmers Organization to look up on improve livelihood among the farmers at rural area. In AZAM Tani Program Farmers Organization will assist the low income heads of household who are registered in e-kasih system and fall under the category of abject poor/poor and have interest in pursuing agriculture projects. Project implemented shall be those that bring immediate result (Quick Win Project) to the participants (FOA, AZAM Tani Report, 2015). Types of

projects are crops, fisheries, livestock, processing, agriculture product business, marketing facilities/equipment, services and craft. The main target of Farmers Organization to AZAM Tani program are to help the poor participants by increase their income through improve the knowledge, skill and ability. From the entrepreneurial and technical skill training will assist participants to reality business. The assistance worth is around RM 10,000.00 given to each participant are in physical material or in-kind such as premises/infrastructure, livestock, crop seed, raw materials, machinery, equipment and etc (Radieah Mohd Nor, 2016). This allocation is to assist them either to starts the business or enhance the existing activities that they have done. The most important thing Farmers Organization role to help them out from the poverty circle be implement.

From the statistic given by FOA (Mohd, 2017) that Kelantan was the highest participants involve in AZAM Tani Program. Everybody participant will get RM 10,000.00 in term of in physical material. Various projects implementation and age 36 to 55 years old are the majority of participant. Launch of National Key Result Areas (NKRA) and the government transformation program, revealing that the government is serious in its efforts to improve the lives of low-income people with the goal of reducing poverty. Under the NKRA and this can be seen the launch of a program of development of poor communities AZAM Tani program. That this program is one program of four programs under the project 1 AZAM (end time of the poor). The project is the responsibility of the Ministry of Women, Family and Community Development (the ministry) is the leader of this core. However AZAM Tani program has been given to the Ministry of Agriculture and Agro-Industry to manage it. If viewed directly, this is the core implementers for each target group. This approach is align the statement given by

Tan Sri Haji Zainal bin Dahlan in FOA Annual Report by year 2013 (FOA, Annual Report, 2013) as mentioning as such:

“The FOA has established collaborations with other government agencies and private sector to enhance the competence and professionalism of its personnel. Such cooperation has develop synergies in productivity and has a lasting impact. The FOA remains committed to ensuring that the organization is driven based on integrity, transparency and excellent governance and will strive to facilitate its delivery to target group.”

2.4 Farmers’ Organization in Malaysia

Farmers’ Organization Authority of Malaysia (FOA) was formed on 14 February, 1973 through legislation of LPP Act 1973 (Act 110), Farmers Organization Authority Act. At the early stage of formation, FOA was designed to integrate the activities of the farmer’s association and the farmer’s cooperative societies with the power as Registrar. In November 1973, agro-based co-operative was officially transferred under the supervision of FOA. The objective of the FOs establishment is to improve the social and economic standard, increase their knowledge and skills, increase revenue and income and to improve the way of life of its members and to create a progressive, independent, prosperous and integrated farming community. Among its role, FOs aims to improve the productivity of farmers through the provision of services, enhance the rapid growth of the agricultural sector through restructuring of agriculture. In addition, FOs is tasked

to enhance business and investment growth in agriculture, improving the socioeconomic status and the quality of life for the farmers and to balance the agro-industrial development in the rural areas. Farmers Organization have been found to be more conducive as agent development. These organizations are not cooperative in the constitutional sense, however, they may best be termed as pre-cooperative. The next level of the movement is the state level, whereas AFOs were the members of the State Farmers Organization (SFOs). As to accomplish the tiers of farmer’s organization, National Farmers or in short NAFAS serve at the national level of the movement with the members of 14 SFOs. Meanwhile Registrar representative: FOA give empowerment of statutory accountability to 1 SFO and 68 AFO in MADA control (27 AFO), KADA control (13 AFO) and Sarawak (1 SFO, 28 AFO). The pyramid of farmers’ movement at Malaysia show at table 2.4.



Figure 2.6: Farmers’ Organization movement in Malaysia.

2.5 Area Farmers' Organization (AFO)

As its name implies, AFO forms by the members in districts area. It becomes the first layer of the FO tier and directly serves the farmers in rural area. Therefore, AFO plays the important roles to fulfill the member's needs. At the early stage of establishment, AFO is composed of farmers associations and agro-based societies as unit members. Individual farmers are also encouraged to join AFO as direct members. Each unit member will appoint and send its representatives to an assembly of representatives which will elect its own board of directors (BOD).

According to Farmers Organization Act 109 1973, the representatives will appoint seven members of the BOD including one Chairman among them to lead the AFO. In the structure of AFO, the BOD members serve as policy makers and they will be assisted and supported by the management team. They play important roles in determine the way of AFO especially to increase economic and social performance. The government through FOA will provide the managerial personnel to be based in the AFO. The team is responsible to implement the programs and activities which had been approved by BOD and registrar. The personnel normally lead by one general manager. The size of the membership increased every year and the latest numbers are 869,622 members in year 2016. This implies the continuous support from the members and the ability to attract new members.

FOA personnel are assigned to AFO as a part of the government's objective to provide management service to farmer's institution by locating the educated and well trained management staff mainly with the purpose to assist the

AFO on organizing and implementing the development projects which benefit the members. The number of personnel attached depends on the size and the activity run by the AFO. As for the basic requirement of management, every single AFO will be provided with a few key personnel such as a general manager together with four managers who are responsible for administration, account, economic projects and organizational affairs. It was recorded in 2013 total of 1886 personnel from FOA were placed at AFO for the seconded managerial staff.

2.6 Farmers' Organization Authority Act 110, 1973

Farmers Organization Authority of Malaysia (FOA) was formed on 14 February, 1973 through legislation of LPP Act 1973 (Act 110), Farmers Organization Authority Act. At the early stage of formation, FOA was designed to integrate the activities of the farmer's association and the farmer's cooperative societies with the power as Registrar. In November 1973, agro-based co-operative was officially transferred under the supervision of FOA.

The Director General is responsible to register, supervise and control including account auditing of all FOs. Besides the registrar's function, FOA also serves as management and development agent to FO's. FOA provides management service to FOs with the aim to facilitate in operation and implement projects efficiently. Whereas for the development purposes, it was reported from 2006 to 2010, the government allocated approximately RM291 million for the specific economic and social development of FOs.

2.7 Farmers' Organization Act 109, 1973

The FOs was established under the 1973 (Act 109) Famers Organization Act. The Act was specifically enacted to restructure farmers' association and agriculture based co-operatives. Under this Act, farmers' association was abolished and reregistered as farmers' organization, meanwhile, agriculture based cooperatives became members unit to FO's. As according to Section 7(3) of the 1973 Farmers Organization Act, FOA Director who is also the Registrar of the Organization has delegated part of his powers to the Permanent Registrar, Ministry of Modernization of Agriculture Sarawak for the state of Sarawak, General Manager of Muda Agricultural Development Authority (MADA) and the General Manager of Kemubu Agricultural Development Authority (KADA) except the powers to establish, register, suspend and revoke FOA.

2.8 Stingless bees honey project

The project that's been chosen by 37 participants are stingless bees honey project. This project been located at 'Jajahan' or District of Pasir Mas, Kelantan. In year 2014 the majority of participants is choosing this project as an effort to increase their income. That particular year this project has become trending for the community wants to breed in their home area. Through this AZAM Tani program the Farmers Organization will supply colonies and related equipment to farmers by the contractor after the government procurement process. After farmers receive equipment and colonies, then begins the farmers need to cultivate this project by themselves. A total of 24 participants has been involved in aid in

the end of 2014, while another 13 people in 2015, bringing the total colonies is 370. This 37 farmers consist of hard-core poor that got income below RM 430, poor the income below RM 720 and easy to poor the salary around RM 1000 to RM 1500. This group also been called B40. B40 refers to the bottom 40% of households with monthly income RM 3,900 and below. For average, each participant will get 10 colonies. This capacity will generate income almost RM 600.00 per month. FOs sincere wish that this social work can expand and have an impact to the village people.

In Malaysia there are about 30 species Stingless Bees and is mostly found in the forest. Compared to only produce honey bees, Stingless Bees so unique because of issuing three products namely, honey ball, Stingless Bees and pollen. Looking at the market Stingless Bees, its price can reach RM120 for 350ml bottle. Stingless bee farmers in the state of Kelantan, Malaysia, commercialize three types of stingless bee products, namely honey, bee bread and propolis. The current market price for stingless bee honey is RM 190 per Kg, RM30 for 200g of bee bread and RM25 for 10ml of propolis, depending upon consumers' demands.

The industry in the rearing of stingless bees is still new and on a small scale. It is looking to see that the industry becomes the activity of villagers in rural areas to increase their income. The government wants to encourage more people, particularly youths and housewives, to venture into the business. Farmers in the village who own lands can also venture into the industry. Stingless bee honey is twice as nutritious as ordinary honey. According to Dato' Dr. Sharif Haron, 2016 (Star, 2016) as such:

“Malaysia has taken the initiative to develop kelulut honey as a superfood, The honey which comes from stingless bees, or meliponines, contains up to 10 times more antioxidants than regular honey. That makes it a superfood. Commercial harvesting of the honey was first introduced here in 2012 and the industry was already a RM200mil a year business. There were between 750 and 1,000 bee farmers nationwide, tending some 50,000 to 60,000 commercial beehives. Each hive can produce about 1.5kg to 2kg of honey a month, which is sold for between RM150 and RM200 per kilo. The beehives are also a source of propolis and bee bread, which have uses in the health and cosmetics industries.”



Plate 2.1: Stingless bees honey colonies.

2.9 Poverty in rural area

Always relate that living in rural area with the poverty, livelihood security for the rural poor farmers continues to be a cause of concern. As a majority of the rural population is dependent on agriculture for their livelihood, increasing agricultural production through active involvement of the poor and weaker sections of the society is the most appropriate solution (Virendra Kumar, 2015). Poverty eradication remains high on the national agenda. Malaysia's seriousness about poverty eradication - one of the millennium development goals - has enabled it to achieve a drastic reduction of the overall poverty rate from 60% in the 1970s to 3.8% in the 2009 and to 0.6% in the year 2014. Poverty rate stated in rural areas also shown decreased digit from 7.1 % in 2007 to 1.6% in the year 2014. Hard core poverty has been virtually eliminated, declining to 0.7% in 2009 to 0.1% in the year 2014 (Aziz, 2015). Although the incidence of poverty is low, pockets of poverty exist with high incidence among specific ethnic groups and localities (Nor, 2015). Poverty eradication program is a continuous effort. According Abdul Hakim et al. (2010), for example suggested three approaches, namely to increase the income and productivity of the poor, to encourage inter-sectoral mobility of the poor out of low productivity sector to higher productivity and finally, to improve the quality of life of the poor by provision of social services such as housing, health, education and public utilities.

2.10 Marketing channel an active role by Farmers Organization

Systematic and fair marketing will be achieving through Farmers' Cooperative or Organization. Cooperative provides a suitable way that allow farmers to sell their product. Usually the main problem is to access market and also get reasonable price of agro-input. Role by middle man that some time manipulate price of agriculture product will make farmers failed to get better price. In other case, middle man had been done such farming contract to the farmers by doing advance facilities such as credit for agro input then they will deduct the expenses through sales of farmers' agriculture product itself. This method show that middle man in advantages side, they will determine the price of agriculture products even for agri input also they are control the price. There is also fluctuation in prices. Finally farmers in weak condition. Lack of proper storage during in marketing channel make poor handling within post-harvest handling. According to Yiching (2013) as below:

“Contract farming is one of the high-impact marketing services by Farmers Cooperative which introduced as a mechanism to help small and medium-scale agricultural production farmers to guarantee their agricultural produce. Farmers' Cooperative will find the market to sell the agriculture products that collect from farmers. When farmers sell to Farmers Cooperative without middle man interfere the price then they can get high return rather than got a lot of flow intermediary channel.”

Role of Farmers Organization in term of marketing service to the farmers will make farmers confident to cultivate selective agriculture products that have market driven. The existing of peace of mind by the farmers can make them focus to increase the yield even better quality. Farmers representative (unit leader) will involve in the meeting to determine direction of contract farming in every aspect such price, types of agriculture products to cultivate, post-harvest handling, payment and etc. Meeting will conduct by Farmers Cooperative.

The main objectives that have been set for contract farming programme are to secure market and thus increase producers' revenue, increase the production of fruits and vegetables through systematic production planning and marketing. Quality production and sustainable agriculture as well as to meet market demands through Good Agricultural Practices (GAP) can be initiate by this mechanism. Indirectly will impact to innovation and sustainable agriculture development in rural area. Therefore to accelerate the transfer of technology in the supply chain can be occur. Then Farmers' Organization will react as enabler of transformation in rural area.

Furthermore, contract farming will overcome the problem of land- and livestock holdings in general are quite small. This problem was stated by (Ellen Verhofstadt, 2014). Farming contract will encourage farmer's members to do agriculture or livestock without need to think big or small their land. Caused through contract farming, all farmers will be together caused Farmers' Cooperative as an apex body will accumulate all land within group. In other meaning farmers under Farmers' Cooperative got supplier power under reliable entity that they are become members and some of them are project committee. From small land by own become bigger because of unity this we call hectare

equivalent. Hectare equivalent will affect the negotiation price, power of supplier, guarantee market cultivate market driven products, strong voice and etc.

Improving the productivity, profitability and sustainability of smallholder agriculture is argued to be the main pathway out of rural poverty in developing countries. Institutional innovations are believed to play a crucial role in this as they can help farmers to overcome market failures. Farmers Cooperative can plays role as enabler to improve market participation of small farmers in way to increase farm incomes and reduce poverty. Farmers Cooperative must react as inclusive institution means allow poor farmers to participate effectively. Farmers Cooperative must creating an impact on farmers income and wellbeing. Cooperatives are often associated with collective action and social capital, and are therefore often thought to be more inclusive than other types of institutional innovations such as contract-farming (Ellen Verhofstadt, 2014).

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Introduction

In this chapter, focusing more on important approach regarding methodology used. Generally, it encompassed several subheadings of justification qualitative research, design of research, data collection methods, the selection of respondents, area of study involving qualitative research. In this chapter, it is consistent with the view that the use of an appropriate methodology to ensure that the information obtained be more valid and reliable.

3.2 Research paradigm

Elements of scientific experiments are dominant elements of study in quantitative research. The fixed process by following the procedure is important using this way. Specific research design needed in the study. According to Sibanda, (2009):

“The quantitative research, just like the scientific experiment, is looking for the objective knowledge It is been underpinned by the objective or realist ontology. For this approach, it emphasizes on fact finding and the recognition of the validity of the study is depending on proving the fact. It is very common for this approach to take the stand of fact is fact. The

quantitative paradigms looked at the reality as something, which is single and tangible. Both the knower and known are rendered as separate entities and independent by their own nature.”

Quantitative research is the theory-driven approach. Guided by the theory to move (Gelo, Braakmann and Benetka, 2008):

“Just like the scientific research, the end result of the study will be in the form of proving a theory or hypothesis constructed at the beginning of the research. This particular system of research is also known as the theory testing approach.”

Quantitative research is a research that based on traditional scientific methods which generates numerical data and usually seeks to establish causal relationship (or association) between two or more variables, using statically method to test the strength and significance of the relationships. According to (Leedy 1993):

“Quantitative research methods are research methods dealing with numbers and anything that is measurable in a systematic way of investigation of phenomena and their relationships. It is used to answer questions on relationships within measurable variables with an intention to explain, predict and control phenomena.”

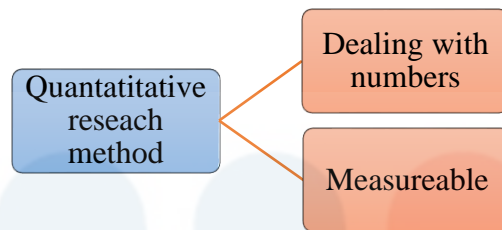


Figure 3.1: Description of quantitative method.

In a simple word Quantitative research is a research that relies primarily on the collection of quantitative data while for Qualitative research is a research that relies on the collection of qualitative data. Below is a few differences point between these two types of research.

Qualitative research is different compared to quantitative research that more emphasize on the exploration type of study. For this approach, it is attached by subjectivist ontology. The qualitative research tends to learn the perspective of the researchers towards any particular issue. The qualitative research method seen be relevant for this research considering (Denzin& Lincoln, 2000):

“...qualitative study reviewing things in their natural settings, attempting to make sense of, or to interpret phenomena in terms of the intent people bring to them”

Table 3.1: The differences quantitative research and qualitative research.

Types of differences	Quantitative research	Qualitative research
Scientific method	<ul style="list-style-type: none"> • Deductive or top-down research • The researcher tests hypotheses and theory with data 	<ul style="list-style-type: none"> • Inductive or bottom-up research • The researcher generate new hypotheses and grounded theory from data collected during fieldwork
View of human behavior	<ul style="list-style-type: none"> • Behavior is regular & predictable 	<ul style="list-style-type: none"> • Behavior is fluid, dynamic, situational, social, contextual, and personal
Most common research objectives	<ul style="list-style-type: none"> • Description, explanation, and prediction 	<ul style="list-style-type: none"> • Description, exploration, and discovery
Focus	<ul style="list-style-type: none"> • Narrow-angle lens, testing specific hypotheses 	<ul style="list-style-type: none"> • Wide-angle and ‘deep-angle’ lens, examining the breadth and depth of phenomena to learn and more about them
Nature of observation	<ul style="list-style-type: none"> • Attempt to study behavior under controlled conditions 	<ul style="list-style-type: none"> • Study behavior in natural environments

		<ul style="list-style-type: none"> • Study the context in which behavior occurs
Nature of reality	<ul style="list-style-type: none"> • Objective (different observers agree on what is observed) 	<ul style="list-style-type: none"> • Subjective, personal, and socially constructed
Form of data collected	<ul style="list-style-type: none"> • Collect quantitative data based on precise measurement using structured and validated data collection instruments (e.g: closed-ended items, rating scales, behavioral responses). 	<ul style="list-style-type: none"> • Collect qualitative data (e.g: in-depth interview, participant observation, field notes and open-ended questions) • The researcher is the primary data collection instrument
Nature of data	<ul style="list-style-type: none"> • Variables 	<ul style="list-style-type: none"> • Words, image, categories
Data analysis	<ul style="list-style-type: none"> • Identify statistical relationship 	<ul style="list-style-type: none"> • Search for patterns, themes, and holistic features

In this research will used qualitative research to 10 respondents which involve in stingless bees honey project under AZAM Tani program. There are four reasons selecting the qualitative research; First, it studied the matter in depth (Creswell, 2009); second, qualitative research helps researchers to obtain empirical information (Merriam, 2009); Next, the method is also effective in helping researchers to understand the situation is unclear and confusing, and the

last reason is a qualitative research able to answer the question of why and how and be able to explain a phenomenon difficult investigated through quantitative study.

Based on research done by Creswell (2009), basically a qualitative approach was used to collect research data using in-depth interviews and observations. Actually, the aim statement of the problem or issue for qualitative studies tend to exploration or understand the idea of a phenomenon in detail compared with quantitative studies that only compare or assess the relationship of a variable.

The second is qualitative research assists researchers to obtain empirical information which may not be obtained in quantitative research. As mentioned by Merriam (2009), qualitative research has four unique features of i) researcher as research instrument, ii) data collection depends on field work, iii) using an inductive approach, and iv) generating more descriptive information. Indeed, she also said that the researcher is the research instrument that serves as a major contributor to get in-depth information through verbal communication, nonverbal and other evidence.

Besides, qualitative research method is also effective in helping researcher to understand what the situation is unclear and confusing. With this method, researcher can identify why and how the successor provided with more ability, more motivation, less obstacle in succeeding the family business. This method can also answer questions concerning the factors that influence children as successors to continue the family business and how their child acceptance of ownership and responsibility.

The qualitative research to answer questions and explain a difficult phenomenon investigated through quantitative study. Moreover, qualitative research is flexible, which allowed the researchers to address the themes found in the literature review or generated through discussion. This method also allows each successor interviewed give a clear answer and deep without being bound by the recommendations and options as the quantitative study.

This research will be using qualitative research approach which be consider 37 participants that involved in stingless bees honey AZAM Tani project under FOA at Pasir Mas District. The social issues is poverty among the farmers in rural area. FOA have carried this task to overcome the poverty issues through AZAM Tani program. In this research 10 respondents will be choose for interview session. This social phenomena are suitable to use qualitative research approach in order to know exactly happen toward successful of the AZAM Tani program. This is align with the statement given by Beverley Hancock (2001), he has mention about qualitative research:

"Qualitative research is concerned with developing explanations of social phenomena. That is to say, it aims to help us to understand the world in which we live and why things are the way they are. It is concerned with the social aspects of our world and seeks to answer questions about; why people behave the way they do? How opinions and attitudes are formed? How people are affected by the events that go on around them? How and why cultures have developed in the way they have? The differences between social groups."

3.3 Secondary data

Data that has previously been collected (primary data) that is utilized by a person other than the one who collected the data. Secondary data is often used in social and economic analysis, especially when access to primary data is unavailable. For example, a survey of a group of economists (primary data) cannot be repeated, so its results are used in subsequent research projects. There are two sources of secondary data which are internal and external data. Internal data refer to data that are ready to use which requires further processing. Meanwhile for external data refer to data that need published materials, computerized data bases and syndicated services.

If the data have been collected by an already available source of information such as Newspapers, Television Commercials or any other institute that has collected data for their purposes, then those will be secondary data to the researcher or investigator. Moreover, the sources that give the secondary data might have collected the data for the owner's specific purposes. These data may not have been tailored according to the purpose of the researcher. In fact, the secondary data have not been collected with the objective of fulfilling the interest of the researcher but of the other data owners. Therefore, it is clear that these secondary data for the researcher may be the primary data for the owner of the source of information.

According to Tran Thi, (2013), stated that:

“Secondary data is the data that have been already collected and recorded by someone else and readily available from other sources. Analysis of secondary data, where “secondary data can include any data that are examined to answer a research question other than the questions for which the data were initially collected”.

It is very interesting to know that primary data can be converted into secondary data by performing statistical operation on the primary data. In this particular case, primary data, which had been collected by the researcher, have been altered so that he can use the amended data right away for his intended purposes. In this manner, he is not using the original primary data, as they were, but altered data. It is very clear, that the original primary data become secondary data for the owner after operating the statistical methods. By using the secondary data, costs can be eliminated. Apart from the information gathered by the media, the secondary data can also be obtained from the information recorded in the interview or surveys. According to Prathamesh Parab, (2013), defined that secondary data is:

“Data gathered and recorded by someone else prior to and for a purpose other than the current project. It is also data that has been collected for another purpose. It involves less cost, time and effort. Secondary data is data is being reused and usually in a different context.”

The table below shows the advantages and disadvantages of secondary data.

Table 3.2: Advantages and disadvantages of the secondary data (Tansey, 2007)

No.	Advantages	Disadvantages
1.	Ease of access	Quality of research
2.	Low cost to acquire	Not specific to researcher's needs
3.	Clarification of research question	Incomplete information
4.	Clarification of research question	Not timely

Secondary data analysis is useful for this research and is defined as further analysis of an existing dataset to address a different research question or to conduct research with data that was not collected for research purposes. These types of analyses usually uncover aspects of a research study that need further elaboration, either revisiting the research question, hypothesis, or measurements used that may need further exploration. From the secondary data, can know exist of loophole on previous research. This opportunity has taken by this research because of lack of research regarding AZAM Tani program. Rather than that, the supportive documents relate to AZAM Tani program will find through secondary data. This approach will strengthen the current research with the relevant and useful data.

3.4 Primary data

The primary data are refers that information get it from researcher first hand such as in this research through 10 respondents directly by using interview approach. This information obtain from various sources such as surveys, interviews, focus group, panels of respondents or observation. It is important to have gather primary and secondary data simultaneously. According to Uma Sekaran, (2013) as follow:

“...Primary data refer to information obtained first hand by the researcher on the variables on interest for specific purpose of the study...”

Primary data are comes from specific research problem that collected using procedure that fulfil the research problem best. Related to that (Joop. J. Hox, 2005) stress that:

“...Primary data are refer to original data collected for a specific research goal...”

3.4.1 Instruments

The idea of qualitative survey to become a theory within logic justification makes explicit the concept of the ‘researcher as research

instrument'. The main instrument is the researcher itself. According to (Mengxuan Annie Xu, 2012) mention that:

“...researchers must learn how to effectively develop themselves to a research instrument capable of collecting rich data and developing a nuanced and complete interpretation congruent with the philosophical underpinnings of the research...”

Proper method in data collection is important in order to have appropriate primary data. Therefore the individual itself that run the research must choose suitable method being to have accurate information. In this research the author itself being researcher as research instrument.

3.4.2 Method of data collection

Data collection as an integral part in research design (Uma Sekaran, 2013). There are several way of data collection. Each of its have advantages and disadvantages. To enhance the value of research is with use appropriate method. Data can be collected in a variety ways such as by using interviews, observation and administration questionnaire. This three type of collecting primary data are main data in survey research.

This research will used interviews that implement semi structure questions as type of data collections. Usually interviews like face to face, telephone, on line via internet are use. While observation is through email and projective tests. Projective test also used to tap variables. For example

respondents are asked to write a story, complete a sentence and offer their reaction. This is assume that respondent own thoughts, feelings, attitudes and expectations. Although interviewing has the advantage of flexibility in terms of adapting, adopting, and changing the questions as the researcher proceed with the interviews, questionnaires have the advantage of obtaining data more efficiently in term of research time, energy and cost. Modern technology nowadays playing a key role in shaping methods of data collection. The choice of data collection method are depends on facilities available. This is based on the degree of accuracy required, the researcher expertise, time of study, available data and cost factor. Further, both authors mentioned on the method of data collection (Simmins and McCormack, 2007):

“Data are usually collected through qualitative and quantitative methods. Qualitative approaches aim to address the ‘how’ and ‘why’ of a program and tend to use unstructured methods of data collection to fully explore the topic. Qualitative questions are open-ended such as ‘why do participants enjoy the program?’ and ‘How does the program help increase self-esteem for participants?’. Qualitative methods include focus groups, group discussions and interviews. Quantitative approaches on the other hand address the ‘what’ of the program. They use a systematic standardised approach and employ methods such as surveys and ask questions such as ‘what activities did the program run?’ and ‘what skills do staff need to implement the program effectively?’”

This is useful data collection method. When exploratory stage, interviewing is the best method to use. During interview session, interviewer must make sure to control or minimize bias by training that happen in a ways of voice inflection, differences in wording, and interpretation. Interviews may be unstructured, structured or semi-structured and conducted face to face either by telephone, on line or meet the respondents its self. According to Gill, P., et al. (2008) on function of interview is to explore the views, experiences, beliefs and motivation of individuals on specific matters.

Refer to Gill, P., et al. (2008), usually got three types of interview use as instrument which is known structured, semi-structured and unstructured interviews. As for the structured interview, the questions involved are verbally control and administered, providing almost no variation and further questioning possibility. As for the unstructured interview, the questions will be progressed based on the respond of the first asked question. Under this particular interview, the ability to control and manage the interview might be a challenge since there is only a little guidance on the topic that is going to talk about.

The semi-structured interview that will be implement in this research sits between the structured and unstructured interview. For this particular interview, the interview begins with a few key questions that are important to the research to be used as the perimeter or theme of the interview. Later during the interview, various significant questions will be constructed and emerged to enable the researcher to learn on the topic even further and in depth towards 10 respondents that will be choose.

Structure Interview are researcher conduct known questions according to what information needed. Cohen D, Crabtree B. (2006) both author explain on the structure interview as follow:

“Development of a structured interview guide or questionnaire requires a clear topical focus and well-developed understanding of the topic at hand.”

The semi-structured interview usually used by interviewing people by talk freely and openly to get deep information. This useful method are conducted in open framework, allow for conversation and two way communication. This type of data collection the researcher already have some of the questions and the rest will exist during conversation. Semi-structured interviews are conducted with a fairly open framework, which allow for focused, conversational, two-way communication. This research will use semi-structured interview to 10 respondents. Through this type of interview it can be used both to give and receive information. The flexibility to get the information through both party in order to able to follow topical trajectories in the conversation that may stray from the guide when he or she feels this is appropriate.

Laforest (2008) delivered as below on the semi-structured interview of in gaining information as follow:

“Semi-structured interviews are conducted with a fairly open framework which allows focused, conversational, two-way communication. The interviewer follows a guideline but is able to follow topical trajectories in the conversation that may stray from the guide when it seems appropriate.”

Not all questions are designed and phrased ahead of time. The majority of the questions are created during the interview, allowing both the interviewer and the person being interviewed the flexibility to go into details when needed. Conducting a good semi-structured interview requires a thoughtful planning which includes: identifying respondents, deciding on the number of interviews and preparing the interviews. After having conducted the interview, a comprehensive analysis is needed.

Observation are include the activities of watching, recording, analysis, and interpretation of behaviour, actions or events. According to Uma Sekaran (2013) observation method are best suited for research requiring non-self-report descriptive data that is when behaviour is to be examined without directly asking the respondents themselves. Observation data are rich and uncontaminated by self-report bias. However, observation methods are also time consuming and challenging in a lot of other ways.

Sampling means selecting a particular group or sample to represent the entire population. To represent the entire population and selecting particular are main activities in sampling task. There are two major categories in sampling which is probability sampling and non-probability sampling (Blackstone, 2012). Probability sampling that is fairer in selection of respondents, the respondents has been fixed and known. However for non-probability sampling there is no specific individual to be selected or to be part in research. There have advantages and disadvantage both approaches. Further, there are namely probability that use in quantitative research and non-probability sampling mainly used by the qualitative research. Blackstone (2012) describe the probability sampling as follow:

“Probability sampling refers to sampling techniques for which a person’s (or event’s) likelihood of being selected for membership in the sample is known... in most cases, researchers who use probability sampling techniques are aiming to identify a representative sample from which to collect data.”

Non-probability type of sampling more general does share the same principle as the quantitative research. This particular element is the most distinguish element separating the probability sampling with the non-probability sampling. As for the non-probability sampling, Blackstone (2012) refers it to sampling techniques for which a person’s (or event’s or researcher’s focus’s) likelihood of being selected for membership in the

sample is unknown. Because we don't know the likelihood of selection, we don't know with nonprobability samples whether a sample represents a larger population or not. But that's fine, because representing the population is not the goal with nonprobability samples. Next table shows the advantages and disadvantages of both sampling method in the research.

Table3.3: Advantages and disadvantages of the probability and non-probability sampling (Tansey, 2007).

Probability Sampling	Non-Probability Sampling
<p>Advantages:</p> <ul style="list-style-type: none"> • Avoids selection bias. • Enables generalisations from the sample to the wider population. 	<p>Advantages:</p> <ul style="list-style-type: none"> • Control over selection process. • Inclusion of important political actors.
<p>Disadvantage:</p> <ul style="list-style-type: none"> • Risks omitting important respondents through chance. 	<p>Disadvantages:</p> <ul style="list-style-type: none"> • Greater scope for selection bias. • Limited potential to generalise from the sample to the wider population.

Table below shows the basic comparison of both sampling method.

Table 3.4: Basic comparison of both sampling method.

Basic Comparison	Probability Sampling	Non-Probability Sampling
Meaning	Subjects of population get equal opportunity to be selected as a respondents in the research.	Subjects is not known that which individual want to be selected as a respondents.
Alternately known as	Random sampling	Non-random sampling
Basic of Selection	Randomly	Arbitrarily
Opportunity of Selection	Fixed and known	Not specific and unknown
Research	Conclusive	Exploratory
Result	Unbiased	Biased
Method	Objectives	Subjective
Inferences	Statistical	Analytical
Hypothesis	Tested	Generated

Refer to Hafner (2012) there have three types of sampling namely purposive, quota and snowball sampling. This types of sampling are usually use in qualitative research. The popular one use is purposive, the criteria is to group the respondents according to purposed needed, which are related and relevant to the research. Blackstone (2012) mentioned that in order to have a purposive sampling:

“...a researcher begins with specific perspectives in mind that he or she wishes to examine and then seeks out research participants who cover that full range of perspectives.”

Further, by Black (2010) as below:

“Purposive sampling is a non-probability sampling method and it occurs when elements selected for the sample are chosen by the judgment of the researcher. Researchers often believe that they can obtain a representative sample by using a sound judgment, which will result in saving time and money.”

According to Blackstone 2012, types of sampling that use the quota and convenience are both can use in quantitative and qualitative research method. The element of proportion are use in selecting the respondents as a researcher identifies categories that are important to the study and for which there is likely to be some variation. Subgroups are created based on each category and the researcher decides how many people (or documents or whatever element happens to be the focus of the research) to include from each subgroup and collects data from that number for each subgroup. The definition convenience sampling by Price (2013) is as below:

“...any data that is neither a complete enumeration of all the possible data—a census—nor a careful, scientific sample.”

Using this sample, the researcher will take the easy access respondent for their research. Blackstone (2012) mentioned on this sampling as follow:

“To draw a convenience sample, a researcher simply collects data from those people or other relevant elements to which he or she has most convenient access.”

The examples of this sampling are the researcher will interview the respondents that among 37 farmers that involved in stingless bees honey project under AZAM Tani program by FOA in Kelantan. This non-probability sampling will consider the purposive and convenience matter which relevant to research objective and easy to access cause of near location to meet among the respondents. Table 3.5 below shows the summary of these non-probability types of sampling.

Table 3.5: Types of non-probability samplings and their applicability.

Sample type	Description	Applicable for
Purposive	Researcher seeks out elements that meet specific criteria.	Qualitative research.
Snowball	Researcher relies on participant referrals to recruit new participants.	Qualitative research.
Quota	Researcher selects cases from within several different subgroups.	Qualitative and quantitative research.
Convenience	Researcher gathers data from whatever cases happen to be convenient.	Qualitative and quantitative research.

3.5 Data analysis in qualitative study

In universal, how we process and analyse data in a qualitative study rest on how we plan the strategies and interconnect the findings. Generally, there are three ways in which we can illustrate our findings in qualitative research:

As mentioned by (Kumar, 2014):

- 1) Developing a narrative to describe a situation, episode, event or instance
- 2) Identifying main themes that emerge from your field notes or transcription of your-in-depth interviews and writing about them, quoting extensively verbatim; and
- 3) In addition to (2) above, also quantifying by indicating their frequency of occurrence, the main themes in order to provide their prevalence.

Editing, as tacit for quantitative studies, is however unsuitable and unbefitting for qualitative research. For that, there is a way to guarantee whether we are accurately reflecting the situation or not; and that is by transliterating or transcribing the interviews or observational notes and share them with the respondents for confirmation and approval. Such confirmation and validation from the respondents is known as a very decisive aspect to certify that the data collected is accurate and unswerving.

On the other hand, (Kumar, 2014) also stated:

“For writing in narrative form there is no analysis per se; however, you need to think through the sequence in which you need or want to narrate. For the other ways of writing about findings, you need to go through content analysis...”

This research that choose qualitative research approach which use inductive style research. From the inductive approach that clear show “bottom-up” approach of data analysis, it emphasizes on the construction of theory. The data findings that starts with the data itself then follow by develop the theory. This research approach is use qualitative research then it’s looking at producing a new set of theory at the end of the research as shown in figure 3.2. The flow chart for inductive research shown at figure Burnard et al., (2008) mentioned inductive approach as follow:

“...inductive approach involves analysing data with little or no predetermined theory, structure or framework and uses the actual data itself to derive the structure of analysis.”

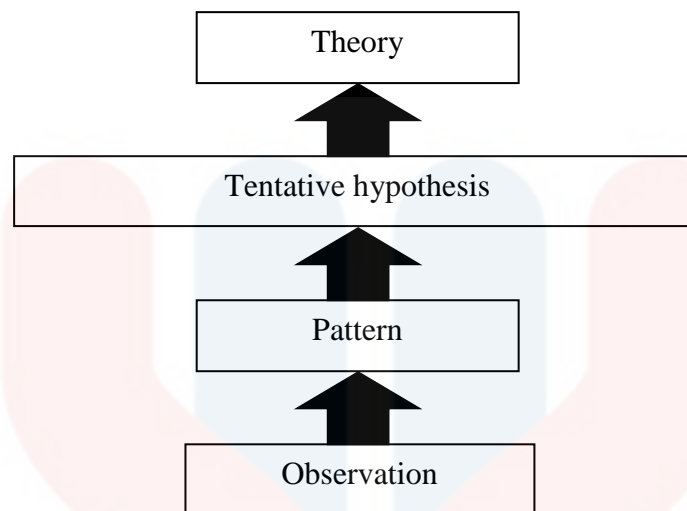


Figure 3.2: Flow for inductive research approach.

3.6 Data Validation

The issue of validity in the context of qualitative differences are small compared with the quantitative context. From a qualitative perspective, the issue of validity is concerned with the reliability of data collection. On the issue of validity, there are two kind of validity in qualitative research which internal and external validity (Noraini, 2010). Internal validity is the appropriateness of the research results as compared with the actual reality through observation and interviews. The real strength of qualitative research is dependent on how researchers can see the actual statement as internal validity.

There are some techniques recommended by the researchers, Yin (2003), Baxter & Jack (2008) and Merriam (1998) to enhance reliability through a case study approach. It is a technique of triangulation, member checking and inspection research partner. Fundamentally, triangulation participants are means evidence

obtained not only an interview with the successor but also by other sources. While, member checking is one way which researchers share on the interpretation of these data with the informant and at that time, the researchers had the opportunity to discuss and also confirm the information obtained. Next, the inspection research partner techniques where researchers share with other researchers who are experts in that category and code for analysing the data.

Hence to increase the degree of validity, this research used member checking technique which researcher has shared information derived from farmers for interpretation of data and verify the information provided. Confirmation of interview transcripts from people interviewed is important to ensure that the information obtained is similar to the opinion was told by the informants.

The reason choose the triangulation in this research is to consider a strategy for verifying discoveries and as a test for legitimacy. Triangulation technique are use in this research are includes utilizing numerous information sources in an examination to create understanding. The present substantial reliance on triangulation in allows an application affirms both to the regard concurred to this idea and to its apparent incentive in showing thoroughness. Triangulation addresses the issue of inner authority by utilizing more than one strategy for information gathering to answer an exploration address.

Notwithstanding, triangulation is hard to perform legitimately: information gathered utilizing distinctive strategies come in various structures and challenges coordinate examination. This is valid for various sorts of subjective information, for example, meeting and center gathering transcripts, and also for the more clear contrasts amongst subjective and quantitative information. The creation of comparable discoveries from various techniques just gives validation

or consolation; the nonappearance of comparative discoveries does not, in any case, give grounds to invalidation.

According to Popay J. etl (1998) stated;

“Triangulation relies on the notion of a fixed point, or superior explanation, against which other interpretations can be measured. Qualitative research, however, is usually carried out from a relativist perspective, which acknowledges the existence of multiple views of equal validity”.

Qualitative research, with its particular way to deal with outfitting the scientific capability of exemptions, permits an examination question to be analyzed from different edges. As Mays and Pope (2000) wrap up, comprehensiveness may be a more realistic goal for qualitative research than is internal validity.

As indicated by this approach, clear inconsistencies (or special cases) don't represent a danger to analysts' clarifications; they only give encourage extension to refining theories. Therefore, rather than considering triangulation to be a strategy for approval or check, qualitative researcher for the most part utilize this system to guarantee that a record is rich, robust, inclusive and all around created. This is because a single method cannot be explained by the light of a phenomenon. However, it is different if researcher use a variety of methods which can help

facilitate understanding more clearly and deeply. This is explained by Denzin (1978) and Patton (1999) which divides 4 types to make a triangulation.

3.6.1 Member Check

This is when information, diagnostic classes, understandings and conclusions are tried with individuals from those gatherings from whom the information were initially obtained. This should be possible both formally and casually as open doors for part checks may emerge amid the typical course of perception and discussion. Normally, part checking is seen as a method for setting up to the legitimacy of a record. Lincoln and Guba (1985) set this is the most vital strategy for building up validity.

“Qualitative researchers who frame their studies in an interpretive paradigm focus on trustworthiness as opposed to the conventional, positivistic criteria of internal and external validity, reliability, and objectivity”.

Positive parts of member checking are giving the chance to comprehend and assess any move made by part. Giving open doors additionally to right blunders and testing is viewed as one of the understanding of individuals. Likewise, gives the chance to volunteer extra data which might be animated by playing back the procedure. Along

these lines, it give open door for early recognition and give plan speaker chances to surveying the sufficiency of information and preparatory choice to affirm certain parts of determination. However, be that as it may, this method is questionable because of the problems that may occur as stated by Morse (1994), Angen (2000) and Sandelowski (1993) that suggest a inclusive significant of the use of member checks for establishing the validity of qualitative research.

“Member checking relies on the assumption that there is a fixed truth of reality that can be accounted for by a researcher and confirmed by a respondent”.

The reason is in terms of interpretive perspective, perception is created and there is no objective truth or the reality of the results that can be compared. This problem also leads to confusion rather than confirmation because respondents may change their mind about an issue that affects the study originally assessed during the interview and also a new experience that can be disturbing.

In addition, another problem will arise on how member checking are such members are not coherent in giving the same data, the members are not in the best position to examine the data for which they have forgotten what was said, and members may not agree with the interpretation of researchers led it to become an issue.

3.6.2 Audit

Outside reviews include having an analyst not included in the examination procedure analyze both the procedure and result of the exploration think about. The design is to assess the precision and assess regardless of whether the discoveries, elucidations and conclusions are upheld by the information. External audit give a chance to an untouchable to challenge the procedure and discoveries of an examination contemplate. This can give a chance to abridge preparatory discoveries and furthermore give a chance to evaluate ampleness of information and preparatory outcomes. Adjacent to that it gives an imperative input that can prompt extra information gathering and the improvement of more grounded and better verbalized discoveries.

However, external audit share a hefty portion of an indistinguishable issues from members checking. External auditing depends on the presumption that there is a settled truth or reality that can be represented by an analyst and affirmed by an outside inspector. An external audit can't know the information and additionally researcher submerged in the review and may not have a similar perspective. This may prompt distinctive understandings of the information. Additionally, how to deal with these distinctive methods for seeing can be risky. This is happen when outside reviewer may differ with researchers' understandings. At that point the subject of whose translation ought to stand turns into an issue.

CHAPTER 4

RESEARCH ANALYSIS

4.1 Introduction

This chapter discusses the analysis of the research conducted and will emphasize on the findings received from the respondents that fulfil the research's objective aim. The discussion will revolve around selected respondents that were involved in the AZAM Tani Program that runs the stingless bees honey project under FOA in the Pasir Mas District. Based on the perspectives of the research, the discussion will be divided into three research objectives; the findings from the participants' responses, the farmers' expectations of AFO, and the factors contributing to the effectiveness of this project. The findings of the first objective will be discussed in this chapter. The information and data under this chapter will come from various sources and they will not be directly related to the research topic. Instead, they are a combination of information from various perspectives and sources, which are general in nature. The research looks into various sources of information in order to identify the factors contributing to the effectiveness of AZAM Tani Project.

4.2 The response

Response as an internal aspect is important in this research. It is the preliminary stage before continuing to the next stage, which is execution of the

project itself. Before they are chosen by FOA to be involved in the AZAM Tani Program, the participants will be met by an officer. The officer will inquire on the type of project they are interested in and carry out an observation regarding location of project and etc. Nevertheless, even if all the criteria are met by the participants, a positive response is required to give a positive impact. Hence, the development of entrepreneurship and participants' paradigm change is relevant to the industry and it must be improved to be applied in future programs.

Furthermore, the research through (Etwire, 2013) shows that the farmers' interest is influenced by tangible benefits; either credit fund or extension of service. Participants are poor people with colourful characters and different behaviours. Their acceptance of the project is important and emphasized by FOA. Before receiving the project, responses from the participants must be collected and reviewed to set the next step. Effects of psychology, such as their thoughts about the project, must be reviewed in the early stages to determine its impact on the outcome of the project. The findings are concluded through a semi structured interview sessions with the respondents.

4.2.1 Point of view towards projects

Perspectives regarding thoughts about the project are collected from ten respondents. Ten respondents expressed their interest and happiness to be involved as a participant in the project. This shows that a majority of the participants were happy to receive the stingless bees honey project. They were informed by an AFO representative that their names

are listed in the e-kasih system, hence qualifying them for the AZAM Tani program, an FOA initiative. The respondents were happy about it and this was demonstrated by R1 as follows:

“An AFO officer came to my house and told me that I had been selected under Azam Tani Program, my name is in the list of e-kasih system. I am happy and hopefully (I) can get the project and get involved.”

Furthermore, to complement the above statement, R2 added that:

“I am happy and want this project. Even though the officer told me that a variety type of project can be chosen but I prefer the stingless bees honey.”

According to R3, who brought a different point of view which is still in line with the fundamental opinion of the majority of respondents is mentioned as follows:

“In year 2014, at the early stages, I honestly did not know what kind of project (I) will be getting. I thought AFO would give me a sewing machine. The officer told me that the project will give an

impact on my monthly income. For me, whether I am selected or not is okay for me. There won't be any cost burden. After several discussions with AFO to find a suitable project, the stingless bees honey project is the best project for me. Praise be to God, Alhamdulillah."

Based on the above statement, an important role is played by Farmers Cooperative, in this case Farmers Organization, to look up on methods to improve livelihood among the farmers at rural areas. In the AZAM Tani Program, Farmers Organization will assist the heads of household with low income who are registered in e-kasih system, falls under the category of abject poor/poor, and have an interest in pursuing agriculture projects. Projects implemented shall be those that bring immediate results (Quick Win Project) to the participants (FOA, Azam Tani Report, 2015). The different types of projects available are crops, fisheries, livestock, processing, agriculture product business, marketing facilities/equipment, services, and craft. The main target of Farmers Organization for the AZAM Tani program is to help the poor participants by increasing their income through improvements of knowledge, skills, and ability.

4.2.2 Equipment or cash preference

All ten respondents that were met had similar responses in their choice to receive the equipment aid rather than cash allocation for the

AZAM Tani program. R4 explained on his preferences to accept the colonies of stingless bees honey and related equipment to start the project.

According to him:

“I would prefer AFO giving me the stingless bees colonies and all the relevant equipment because AFO knows more about this matter than me.”

This response is in line with the procurement procedure implementation of the program. AZAM Tani program gives assistance worth around RM 10,000.00 to each participant; in physical material or in-kind such as premises/infrastructure, livestock, crop seed, raw materials, machinery, equipment, and etc (Radieah Mohd Nor, 2016). In the AZAM Tani program, the Farmers Organization will supply colonies and related equipment to farmers through a contractor after undergoing the government procurement process. When farmers receive the equipment and colonies, they will then begin to cultivate the project. This allocation is to assist them to start the business or to enhance their existing business. The most important role of Farmers Organization role is to help them break out from the poverty cycle.

4.2.3 Time spent on project

According to Mohd (2016), all the stingless bees colonies are bred in participants' house compound. Half of the respondents look after their project once a week. Four of the respondents check on their project four times a week and one respondent does it frequently, checking it daily. R5 stated that:

“I check my colonies four times a week. The main reason is that whenever I find the colonies is full of honey, I will have to contact AFO to do the harvesting work.”

Stingless bees honey project is not difficult to handle as AFO will supply participants with colonies that are ready to be harvested. It only requires the participants to carry out intensive care and careful supervision from the external environment, such as animals or pests, that may cause contamination and harm the colonies' honey production.

4.2.4 Contribution to participants' income

Most of the participants have a main income from their main jobs as paddy farmers, rubber tappers, and others. This project is to help them

earn extra money that can help them for their daily expenses. The question is whether this project can help the participants to increase their income. Most of the respondents' answers mentioned receiving extra income from this project. On average, each participant received 10 colonies. This capacity could generate an average income of almost RM 600.00 per month. In a year, there are peak and low seasons for honey production. Usually, dry season (February-July) is the high peak of stingless bees honey production. Low honey production during raining season (Azharul, 2017). According to R5:

“Yes, this project gives me extra money especially during high production season as it increased my monthly income.”

R6 added to strengthen the argument as follows:

“Yes, during high production season I was earning RM 900 to RM 1000 per month.”

AFO sincerely wishes that this social work can expand and bring a positive impact to the village people. Radieah (2016) mentioned on 1AZAM Aiding Low-Income Households in Malaysia in the same way respondents explained it.

“Projects carried out under AZAM Tani are performed either individually or in groups. These projects are mostly projects that bring quick results ranging from one to six months of implementation. Previous studies have shown that agricultural growth has a larger effect on poverty reduction than the growth in other sectors.”

4.2.5 Role of AFO

The objective of the AFO establishment is to improve the social and economic standard, increase their knowledge and skills, increase revenue and income, improve the way of life of its members, and to create a progressive, independent, prosperous and integrated farming community. Among its role, FOs aims to improve the productivity of farmers through the provision of services, enhancing the rapid growth of the agricultural sector through restructuring of agriculture.

From the interview with respondents, all of them are agreed that the role of AFO is important in order to make any particular project a success. The integrated services on supply chain, such as post-harvest handling, transportation marketing aspects, and others, given by AFO are significant to the participants. Even though some of the participants sold the honey through their own initiative, they still realise the importance of the role played by AFO. Speaking on this matter, R8 mentioned that:

“Yes, I agree that AFO plays an important role towards the success of this project. I have my own market to sell the stingless bees honey. But I also sell to AFO as this is a secure market for us, they come to my house do the harvesting part and pay cash directly.”

4.2.6 Training expectation

The development of human resources towards enhancement of knowledge, skills, and attitude change amongst the farmers is a big challenge for FOA. Enhancing the efficiency of the AFO management team along with the effectiveness of farmers' is critical. FOA plays an important role in providing training to develop human resources. The stingless bees honey project required the participants to enhance their knowledge and skills in food production technology in line with today's agriculture transformation. On this matter, all the respondents agreed on the importance of training for them. They were also willing to join any training conducted by AFO or any agencies that will help to increase their knowledge.

R7 recounted that participants had to go through training before starting the project. He mentioned as follows:

“Yes, training is important. I started this project around September 2014 – which reminds me, (I) attended a course conducted by FOA at Crown Garden Hotel, Kota Bahru. We also got in-situ training, when the AFO staff came to visit the farm.”

Delivering the same message on this is by Muok et al (2001):

“One of the popular extension strategies in developing countries is a ‘farmer to farmer approach’. Farmers chosen to be model farmers are selected based on criteria that is determined by the development organization. Usually the criteria include qualities such as; education level, leadership position, success at the enterprise, and personality traits. The model farmers are trained and given inputs such as animals and tools. Other farmers are encouraged to learn from the model farmer and the model farmers are required to encourage and train their peers by generously sharing their knowledge.”

4.2.7 Marketing channel

Systematic and fair marketing will be achieved through Farmers’ Cooperative. The cooperative provides a suitable way that allows farmers to sell their product. The main problem is usually access to market and

receiving a reasonable price for agri-input. All the respondents agreed on the important role of AFO in terms of marketing. R10 mentioned about the marketing perspective as follows:

“At the beginning, I worried about the marketing aspects. We are not businessmen. Who would want to buy our raw material. All of these questions were running through my mind. But right now, AFO will buy all the honey and pay cash to us directly. Yes, we agree that it is important for AFO to play their role in terms of marketing.”

Even though two of the respondents mentioned having their own market to sell their product, they still realize the vital role of AFO towards contract farming. Through contract farming activities, AFO will buy the stingless bees honey from the farmers. More so, Chetok AFO will market the stingless bees honey in the open market under the AzamBeesTani Stingless Bees Honey brand. Nowadays, food supplements consumption among Malaysians is an increasing trend which leads to a high demand for stingless bees honey. Moreover, regular customers will even come to the farm and buy directly at AFO premises. A part of promotion for stingless bees honey products and services is through the marketing channel, AzamBeesTani (refer to plate 4.1 and 4.2). In this channel, customers can obtain the products by visiting the shop or lab located in Kampung Jintan, Chetok. Furthermore, the services are not limited to customers around

Chetok, Rantau Panjang, Kangkong, and Lanas Jedok which under Pasir Mas District, AFO also markets the products to customers outside Kelantan through online platforms; such as Facebook and Instagram. By accepting change in market trend that adopts technology as a medium for consumer purchasing, respondents believe that AFO's plans can expand the AzamBeesTani stingless bees honey empire.



Plate 4.1: AzamBeesTani stingless bees honey for 40 ml content.



Plate 4.2: AzamBeesTani stingless bees honey for 325 ml content.

4.2.8 Future program

It is important to receive a positive response in the farmers' desire to succeed in their future. From that perspective, the farmers must have the intention to improve their livelihood. Only then can the AFO become a significant economic player to the economic growth of farmers in rural area. Farmers Cooperatives, in this case AFO, will provide the opportunity for poor farmers to raise their incomes. According to Allahdadi, 2011 on the contribution of agriculture cooperative on poverty reduction:

“Farmers Cooperatives provide the opportunity for poor farmers to raise their incomes. Findings indicated the importance of farmers’ participation in agricultural cooperatives to achieve the development goals. Hence, to avoid breakdowns, farmers’ participation needs to be constantly encouraged. Therefore, various methods such as cooperative education could be applied to foster farmers’ participation.”

All the respondents gave positive responses to the expansion of the project as they gave the same feedback when asked regarding possibility of increasing the number of stingless bee colonies. The number of colonies proposed to be added was around ten to twenty colonies; supplied by AFO or any agencies that are willing to help them in the future. They were

confident to expand and successfully deliver the stingless bees honey project.

This response was forwarded by R8 as follows:

“Yes, if possible I want to expand stingless bees honey project. Right now, (I) have 10 colonies if (I) can add 10 more colonies, I would appreciate it.”

4.3 The expectation

Expectation from the farmers on projects awarded, especially the AZAM Tani program, must to be identified. Having the farmers’ hopes and expectations is a milestone of the project’s success as it shows willingness of the farmers to cooperate and to drive the project to success. As an external factor to the farmers, it is beyond of their control, but it is a weighing factor in enhancing their motivation. According to Mourad (2016), the public authorities must plan the best method to implement projects for poor farmers involved in agriculture in terms of high value agricultural activities, sufficient funding, and improvement of technical assistant. The AFO is responsible for creating an enabling environment for the farmers to benefit from economies of scale. Expectations on the participants involved in the stingless bees honey, an initiative by FOA through AZAM Tani program, is to have the proper mindset to successfully execute the project. As for the expectations on Farmers Organization:

“Farmers’ organizations are a good tool to enhance small-scale farmers’ welfare. Supporting farmers’ organizations is therefore an efficient policy to reduce poverty among small-scale farmers, and these efforts should be strengthened (Bachke, 2010).”

4.3.1 Expectation towards the project

Respondents that were asked about the expectations towards the project have expressed their desire to see the success of the project and the positive impact on their livelihood. The most prevalent view among respondents was the importance of AFOS’s help on the project through tangible and intangible assistance. This perspective has been expressed by R8 as follows:

“I hope AFO can help me. This assistance is very meaningful to me. I hope the assistance given can be realized and accepted immediately.”

Focus must also be given to small farmers because they represent the majority people in rural areas. Establishing the right policies, such as creating a development programme, is important to enhance the production of agriculture. Various types of agriculture facilities can be given to farmers by using Farmers’ Cooperative as a vehicle. Governments which are concerned about small farmers will allocate an annual budget as

a part of their initiative to increase production yield among small farmers. Only then farmers' cooperative play their role in giving a better services to farmers. Several programme like disbursement of credit, distribution of agricultural inputs (seeds, fertilizers, and agrochemicals), new project development, infrastructure, irrigation, mentoring in entrepreneurship skill, and farmers' welfare can take place with enough allocation.

4.3.2 Project chosen

Based on the above statement, an important role is held by Farmers Cooperative, in this case Farmers Organization, to seek out methods to improve livelihood among the farmers in rural areas. In AZAM Tani Program, Farmers Organization will assist heads of household with low income who are registered in the e-kasih system, falls under the category of abject poor/poor, and have an interest in pursuing agriculture projects. Projects implemented should be those that bring immediate result (Quick Win Project) to the participants (FOA, Azam Tani Report, 2015). The types of projects are crops, fisheries, livestock, processing, agriculture product business, marketing facilities/equipment, services, and craft. The participants can choose the project according to their strength and interest. Clearly, the project was chosen by the participants themselves. R4 mentions as follows:

“Yes, (I) myself chose the project. AFO officials met with me first before I decided.”

R8 said:

“I love the stingless bees honey project because it is a low cost project but have high value.”

Another reply in a different tone by R7 is as follows:

“This project was proposed by AFO and I agreed to choose it. AFO gave an explanation then made me decide.”

Farmer’s livelihood is a matter of concern for Farmers Cooperative. Small farmers do projects as economic activities to fulfill basic needs and to earn some cash. Farmers’ Cooperative, in this case FOs, as a rural financial institution can play a major role to overcome poverty.

4.3.3 Being selected as participants

From the interview, it is shown that all participants were happy with being selected as participants in the AZAM Tani program under FOA. Moreover, all respondents had expressed their gratitude to FOA for conducting the cooperative program with the aims to succeed. Delivering on the same message is R4 as mentioned as follows:

“I’m happy to be involved in this project. Mutual collaborations with AFO creates confidence for us to succeed.”

AFO has contributed significantly to rural development in terms of improving the lives of poor farmers and creating an enabling economic environment. AFO participated actively in rural economic such as providing job opportunities, creating agriculture project, offer credit facilities, and also taking care of farmers’ social aspects. It should be emphasized that if cooperatives are chosen as an intervention policy for agricultural development, there is a need to set clear objectives for the economic empowerment of the people. There is also a need to create a policy framework to spur growth in the farmers’ development, as well as the rural economy through the creation of project development opportunities and increment in the agricultural output. In essence, this calls for both farmers and Farmers Organizations as partners to create the

environment where such agricultural development objectives could be realized (Yamusa Innocent, 2014).

4.3.4 Marketing expectation

Systematic and fair marketing will be achieved through Farmers' Cooperative, in this case Farmers Organization. Cooperative provides a suitable way that allows farmers to sell their product. Usually, the main problem is market access and also reasonable price of agri-input. The role of middleman that sometimes manipulate the price of agriculture product will make it difficult for farmers to get a better price. In some cases, the middleman have been known to have farming contracts with the farmers by providing facilities such as advance credit for agri inputs. The middleman will then deduct the expenses through sales of farmers' agriculture product itself. This shows that the middleman is in the advantageous side as they will determine the price of agricultural products, even for agri input. Furthermore, fluctuation in prices must be considered. Moreover, lack of proper storage while in the marketing channel makes for poor handling in the post-harvest handling. All of this will place farmers in a weak position.

For example, on the aspect of stingless bees honey marketing, most of the respondents want AFO to take an active role. Although two of the respondents have their own market, both agreed that AFO needs to play an aggressive role for a secure environment of the project. Being an active farmer in this project, R9 mentioned on the marketing aspects as such:

“Although I have my own market, but I also depend on AFO as collateral to purchase the existing supply. This eliminates fear of unsellable honey; whether it is not purchased or it can’t be sold. Actually, selling directly to the end users will have higher margin in price. I will channel the product to end users for certain circumstances and when there is buyer demand. But it’s not consistent. Therefore, the role of AFO in marketing is vital.”

4.3.5 Maintenance of the project

According to Peter (2010) colonies should be protected from the direct impact of the elements of the weather such as rainfall and sunshine. Through his book, it mentioned about maintenance that can be done by:

“Placing hives under sheltered areas such as shade trees and sheds will protected the colonies. Some pests have been found to attack stingless bees. Regular monitoring should be done to help colonies in such circumstances. Appropriate bee hives should be provided to keep colonies. Placement of hives should done in such a way to prevent pests such as ants, lizards, spiders and other intruders having access to nests. Meliponariaries should be kept clean of weeds.”

A majority of the respondents said that the technical maintenance was provided by the AFO team that was available during harvesting activities at the project site. This technical assistance focused on maintenance of colonies. For physical maintenance such as area clearance, cleanliness, safety, and others are the participant's responsibility. According to R9:

“On maintenance aspects, AFO will help me to change and replace the plastic covers if any deterioration occurs. I (just) clean the area.”

4.3.6 Payment

Livelihood is known as any set of economic activities through which a household meets its basic needs and earning an income. Reacting to that, Viendra (2015) had stressed:

“When carried out on a repetitive basis, these tend to become a “way of life”. The majority of people make a living through self-employment or wage-employment in the informal sector. In broader way, the livelihood comprises of people, their capabilities and means of living including food, income and assets. The

tangible assets are income and stores, while the intangible assets are claims and access. The livelihoods should be sustainable environmentally and socially. For example the livelihood of farmers in India largely depends on agriculture and allied agricultural activities and the agriculture depends on land, water, agri-inputs, credit, market, government policies and knowledge base.”

AFO representatives will go to each participant’s project site and carry out the harvesting operations. Based business is an activity that provides services to the poor farmers in rural areas. AFO carry out post-harvest handling such as harvesting and paying directly to farmers and variety of end products in plate 4.3. These activities were supported by R3:

“They (AFO) are paid directly to us. After weighing the honey, they paid for it. We prefer this system, it is convenient to us and more transparent.”

According to Dato’ Dr. Sharif Haron, 2016 (Star, 2016) as such:

“Each hive can produce about 1.5kg to 2kg of honey a month, which is sold for between RM150 and RM200 per kilo.”



Plate 4.3: Variety sizes and prices of AzamBeesTani products in market.

4.3.7 Training

Development efforts in lower income countries generally aim to improve the income of rural farming households. To fulfil the development training, the best way is to improve skill, knowledge, and ability of rural farmers to make them sustainable in this business.

Feedback from the respondents showed that they agreed on the importance of training. Delivering on the same message is R9 as mentioned below:

“We have followed the training given by FOA. Many technical training was given at the project site. We are especially interested in participating in the training of mastering of self-potential, mind

success, talks from successful people, strategies to attract wealth, and success tips.”

Farmer training is an important tool widely utilized by development programs in developing countries. The AFO is creating an enabling environment for the organization to benefit from economies of scale. According to Innocent (2014):

“There is need for enhancing members’ technical skills and regular training in co-operative business in order to help them gain a better understanding of their statutory function. This will improve the quality of member’s participation and steer the co-operatives toward success. Efforts should be made geared towards training and re-training of the members in order to possess the skill and knowledge required for the organization to function properly. This could be achieved through the conduct of seminars, workshops and conferences where members would be adequately represented and impart such skill on other members.”

4.3.8 Expectations on AFO

Farmers Organization applies cooperative principles such as freedom of association, democratic, one member one vote, members’ economic participation, autonomy, training, and concern within community. This shows that Farmers’ Cooperative and Farmers

Organization is a relevant institution as they play their role in ensuring sustainable livelihood of their members. They can even reduce poverty among their poor members.

AFO is the closest vehicle of development for farmers in rural areas. This unique organization can carry out economic development in rural areas with dominant services like harvesting and plough mechanization, marketing, agri input, storage facilities, farmers' welfare, training, etc. Credit facilities and distribution of agriculture inputs are the most common activities carried out by Farmers Organization.

Problems occurring in rural areas have always been related to poverty. The most significant sector in rural areas is agriculture. Small farmers face poverty due to problems occurring in very rural areas; such as irrigation problem, diseases, capital, no access to a marketing channel, gender discrimination, and being overlooked by local authorities whose role is to develop small farmers and help them break out from poverty. With that, AFO as a local institution that is closest to the farmers have the responsibility of representing their voice to the government. There is a high expectation on AFO as evidenced by statements collected from the respondents. R9 mentioned as follows:

“The main role of AFO for me is to help poor farmers.”

Furthermore, to complement the above statement, R7 added that:

“(I) hope AFO can continue to help us in terms of training, other opportunities, enlarging projects, and many others.”

4.4 Factors contributing to the success of the project

Farmers’ Organization needs to have active members for the potential to develop economically. This means that the farmer must have sufficient land, affordable credit, and develop knowledge and techniques. The farmer needs to have access to market information and networks. Subsistence farming does not normally provide scope for cooperative development and contributes little to food security or poverty reduction. The relationship of both parties, Farmers Organization and farmers, is vital in order to cooperate as mentioned by Pinto, 2009:

“Differentiated strategies must be put in place to address the poverty and marginalization of subsistence farmers. Rural poverty will not diminish dramatically as long as developing countries do not commit themselves to achieve better wealth distribution. In a couple of decades there will be far fewer people in the rural areas. However, the fight against poverty in the countryside will also very much depend on the macroeconomic development of the nations. Agricultural cooperatives need to give perspective to strategic alliances between large enterprises organized in cooperatives and smallholder family farmers.”

Perspective, as mentioned in the above statement, has been determined to be the internal and external factors that impacts the success of the project. Internal factor refers to the individual itself and how they respond to the project. Meanwhile, external factor is the AFO's role in executing the AZAM Tani Program from the participants' point of view. Whether the internal factor influences the external factor is examined.

Table 4.1: The internal and external factors influencing the effectiveness and success of the program.

Internal Factor : Response (1 st Research Objective)	External Factor: Expectation (2 nd Research Objective)	Success Factor (3 rd Research Objective)
1. Point of view towards project	1. Expectation towards the project	The program had helped participants earn extra income, RM 600 per month.
2. Equipment or cash preference	2. Project Chosen	
3. Time spent project	3. Being selected as participants	
4. Contribution to participants' income	4. Marketing expectation	
5. Role of AFO	5. Maintenance of the project	
6. Training expectations	6. Payment	
7. Marketing channel	7. Training	
8. Future Program	8. Expectation on FOs	

4.4.1 Internal factor

Refers to the initial response of participants towards the project. All of them expressed willingness to implement the project. Their response on preferring to receive project equipment rather than cash allocation is an indicator of their willingness to implement the project. The participants were confident because they have a suitable area surrounding their house to carry out the project, and especially because of the service assistance given by AFO. Although income generated from the project differed among the participants, the project still succeeded in increasing participants' income. Participants' confidence in the collaboration with AFO is a main factor for the success of the project. The participants also expressed their willingness to participate in training as they realize that knowledge is important for the project. Through training, the participants could enhance their knowledge, skill and ability. More so, participants responded eagerly when asked regarding expanding or receiving new projects in the future. This stimulating reaction reflects a positive perspective towards the implementation of the project.

All the internal factors as discussed above have been shown to be positive among the participants. Each internal factor is interrelated and contributes to the effectiveness of the project.

4.4.2 External factor

Participants' expectations towards the role of AFO and their dependency on AFO's assistance is apparent. A survey was conducted at the early stages to identify qualified participants from the names listed in the e-kasih system. Due to the overwhelming response from the participants, who had high expectations on the project, the project was carried out immediately. This high expectation is interrelated with AFO's role in providing assistance to participants. AFO is not acting only as the agency, they also implement the procurement and supply equipment needed for the AZAM Tani project. Even more important is the continuity of the project in the future. The continuity will be strengthened through implementation of training program, in-situ coaching, maintenance services, post-harvest handling, harvesting, marketing, and payment. This business model is a part of participant's expectation and it is being emphasized to be realised. The action by AFO in buying honey products and paying cash is preferred by participants. Besides that, participants also expect more training to be conducted by AFO. The courses may be about the technical aspects or for self-potential, both is preferred.

From the findings, it shows that participants have a positive response towards AFO in the project. This means that the cooperation between participants and AFO has been positive, which is a positive in the external factor.

4.4.3 Correlations between internal and external factor

After going through the findings made from the responses collected, it is important to study the correlation between both factors and how it impacts the stingless bees honey project under AZAM Tani Program. A combination of positive for both factors will result in a positive impact. On the other hand, a mixed combination of positive and negative for any of the two factors will result in a negative impact. According to this research, the correlations of internal and external factor are as in table 4.2 below:

Table 4.2: The correlation between internal and external factors and its impact on the AZAM Tani program.

Internal Factor Response	External Factor Expectation	Resulting Impact on AZAM Tani Program
Positive	Positive	Positive
Negative	Positive	Negative
Positive	Negative	Negative
Negative	Negative	Negative

CHAPTER 5

CONCLUSION AND DISCUSSION

5.1 Introduction

This chapter of the research will focus on conclusion and discussion. The three research objectives will be answered through analysis of the objectives derived from the findings of the research in the previous chapter. The correlation between the theme and the text will be deeply discussed to find out the real theory behind it. To construct the factors that contribute to the effectiveness of the AZAM Tani program in Kelantan, the correlation between the response or expectation of the participants is discussed to determine its effect on the effectiveness of the program. Otherwise, only the dominant role by AFO under supervision of FOA is relatively more important than the action and the persistence to succeed of the farmers themselves. All these consequences will be discussed and the correlation will be analysed.

5.2 Objectives analysis

As for the discussion on the objectives of the study, the discussion and analysis will be divided according to the objectives of the study.

5.2.1 Objective 1: To find out the response projected by participants

From the findings, all the respondents showed a positive response towards the stingless bees honey project under AZAM Tani program by AFO under the supervision FOA. This shows that there is a realisation on the vitalness of the project for them to earn extra money; which may assist their daily life expenses. Data findings have proven that the ten respondents expressed their interest and happiness to be involved as participants in the project; which represent a majority of the participants. They were informed by an AFO representative that their names are listed in the e-kasih system, hence qualifying them for the AZAM Tani program, an FOA initiative. The respondents were happy about it. More so, the respondents also recognised the importance of AFO's role. The important role of Farmers Cooperative, run by Farmers Organization, is to look up on methods to improve livelihood among the farmers at rural areas. In the AZAM Tani Program, Farmers Organization will assist the heads of household with low income who are registered in e-kasih system, falls under the category of abject poor/poor, and have an interest in pursuing agriculture projects.

A relatively interesting finding to discuss is the response consistently received from all ten respondents on their preference to accept the colonies of stingless bees honey and related equipment to start the project rather than the cash allocation. This shows their willingness to implement the project as they were not dependent on cash allocation. Interest and enthusiasm among participants are important. Even if the government helps the participants by giving allocation, the participants themselves must want to change to break out from the poverty cycle. The

action taken by AFO by screening for qualified and interested participants is one of the reason of the effectiveness of the project. Change must come from within the individual. The change from an economic, social, spiritual starts from that individual itself. However, continuous effort to enhance the human capital is necessary. The training to know their potential, providing the mind that wants to improve the standard of living, the strategy of success, and others are implemented fairly. Although the stingless bees honey project is not difficult to handle, but it needs careful supervision. The response on initiative by participants to carry out intensive care to stingless bees colonies is a good effort.

From this research, four conditions which relate to the internal factor were realised to interpret participant's response towards AZAM Tani project. The four conditions include thought, action, feeling and communication. Thought is the way of thinking among the participants which is vital if they want changes to occur in their life. They need to focus on the mission and have the desire to succeed; it is not wrong if they aspire to be rich in the future. The option to succeed is in the hands of the participants. If the participants think that the project can't help them break out from poverty, then that is what's going to happen in real life. What we think, what we believe, is our prayer and intention. Therefore, there is no else to blame if the participants' life does not change if they do not set a positive thought, belief or intention. The participants themselves choose to break out from the poverty cycle or to remain in it. It is a routine for them to blame the community, the government, their destiny for being poor, without admitting their own part in it. Therefore, participants need

to have a positive mind and have the desire to be successful. Having the trust and belief to success is the main catalyst to be successful and will be beneficial to others too.

The participants' feelings are also considered a response in this Azam Tani program. Positive response by the respondents show that they have a positive perspective towards the stingless bees honey project. A positive response will bring belief in success. If the participants believe that they will remain poor, they will never be able to break out from the poverty cycle. Therefore, for the purpose of transforming the poor farmers' life, they need to change what their mind believe. To change their belief, they need to change what they feel, and to change their feeling they must start their day with positive words. Positive response will attract positivity in the participant's life. The successful people will attract other successful people This is called like attract like.

When the participants transform the response into action, it will attract the target vision to become reality. Taking action is the only way to prove to others that it is not fantasy but reality. The action taken will influence the surrounding environment. Nowadays, the stingless bees honey project is the most popular project to be implemented in rural areas especially in Kelantan. If the response is positive but action is not taken by participants, that is the sign of a wasted effort. The journey of a thousand miles begins with the first step, which is taking action. The combination of clear focus, proper mind system, consistent action, and hard work is the key indicator for an excellent outcome. Referring to T Shea Ellison's quote:

“Nothing happens in this world until you take action. All power is from within and therefore under our control. You must step up and take action for anything in order to change.”

Emphasizing the parallel wavelength on importance of action is a quote by John Ruskin:

“What we think or what we know or what we believe is, in the end, of little consequence. The only consequence is what we do.”

A lot of people are good at talking, but few can translate their talk into action. A lot of the successful people is the person that can ‘walk the talk’ and follow the right mind system. The participants’ thoughts and responses must parallel with proper action. Clearly, the successful participants among them is the one that can implement quick action for a quick result. This sequence of action can be linked with the Newton gravity theory as below:

“A body in motion remains in motion unless it is acted on by an external force. A body at rest remains at rest.”

The dream will remain a dream unless action is taken to make it a reality. A positive environment also influences success. The assistance by AFO to the farmers in various positive activities has been a positive influence on their environment. The positive environment is a strong influence on their daily life attitude. If they live in a negative environment that urges them to remain in poverty, then the negative mind set will exist. On the authority of Abu Musa al-Ash'ari (radiAllahu anhu), the Prophet (salAllahu alayhi wasalam) said:

"The likeness of a righteous friend and an evil friend, is the likeness of a (musk) perfume seller and a blacksmith. As for the perfume seller, he may either bestow something on you, or you may purchase something from him, or you may benefit from his sweet smell. And as for the blacksmith, he may either burn your clothes, or you may be exposed to his awful smell." (Bukhari and Muslim)

Most of the participants have a main income from their main jobs as paddy farmers, rubber tappers, and others. This project is helps them to earn extra money that can help them for their daily expenses. AFO sincerely wishes that this social work can expand and bring a positive impact to the village people. The integrated services on supply chain given by AFO are significant to the participants especially for post-harvest handling, transportation, marketing aspects, and others. Even though some

of the participants sold the honey through their own initiative, they still realise the importance of the role played by AFO.

The vital role of AFO towards contract farming is a consensus that is agreed by all the participants. Through contract farming activities, AFO will buy the stingless bees honey from the farmers. More so, Chetok AFO will market the stingless bees honey in the open market under the AzamBeesTani Stingless Bees Honey brand. Nowadays, food supplements consumption among Malaysians is an increasing trend which leads to a high demand for stingless bees honey. Moreover, regular customers will even come to the farm and buy directly at AFO premises. The marketing channel promotes the AzamBeesTani stingless bees honey products and services.

It is important to receive a positive response in the farmers' desire to succeed in their future. From that perspective, the farmers must have the intention to improve their livelihood. Only then can the AFO become a significant economic player to the economic growth of farmers in rural area. Farmers Cooperatives, in this case AFO, will provide the opportunity for poor farmers to raise their incomes.

5.2.1.1 Role of participants in the stingless bees honey project

AzamBeesTani Stingless Bees Honey Project based business is a profitable business, but it is a business that requires skills and interest. AFO are doing social business, the profit will

give back to target society. To prove that this kind of social business can be a movement to mobilize farmers to improve their livelihood and reduce poverty among them, these determinants are important:

a) Selecting the right participant

Selected among the eligible through an interview. This is a matter of finding the right attitude because of the primary step is to choose the candidates that show an interest in the stingless bees honey project. The first response from participants is an important indicator of the project's sustainability.

b) Self-identity

As Henry Ford once said, "If you think you can or think you can't, you're right.". This is the reason why the participants' personality needs to change to improve their lives. The power of persistence in their identity along with guidance by AFO is the key to success for this project. This kind of behavior will influence the expectations and determine the outcome of the project.

c) Training

FOs want good participants. But without training, it is difficult to achieve the target of quality human capital in this project.

Each participant had attended the compulsory course regarding the technical aspect of the project, personal financial management, and spiritual aspects provided by AFO for this

project. Besides that, in situ technical training at their house is continuously conducted.

d) Appropriate project selection

Participants chose the project that is suitable with their competency. Their house compound was suitable for this project, with many shade trees and lush areas to place their colonies. There were many growing trees that are suitable as the main food for stingless bees, which can contribute to the production of a lot of honey. Therefore, it can save the cost of unnecessary additional costs for the planting of new flowering plants.

e) The advantages of the Stingless Bees Honey Project

Due to the advantages of cultivating this project, it has attracted the participants' interested resulting in a positive response. The stingless bees honey project has a number of benefits over other honey bees as managed pollinators of crops. This quick win project can show results after 3 months. This project can sustain up to 25 years, depending on the maintenance. It is easy to manage and has a low monthly cost. Once the bees produce honey, it will provide as a source of income and also as food supplement for the participants' dietary intake which will contribute to the health and well-being of the village community.

Recently, Stingless Bees Honey from East Coast gained a high reputation in Malaysia. The reason is the environment in Kelantan which is rich in flora and fauna have influenced high quality honey. Characteristic of quality stingless bees honey is in its flavor, colour, and aroma. Additionally, 60 % and more natural sugar content with moisture content less than 10 % determines that it is original stingless bees honey. All of these factors are available from stingless bees honey produced from the east coast, especially in Kelantan. That is why this product has received high demand from those who appreciate quality stingless bees honey.

5.2.2 Objective 2: Considering expectations of the participants.

Expectation of the farmers towards on Azam Tani program is a part of the external influence. Their expectations on the project is a milestone of the project's success. As an external factor, it is beyond the farmers' control, but it is a weighing factor in enhancing their motivation. Farmer's livelihood is a matter of concern for Farmers Cooperative. Small farmers carry out projects as economic activities to fulfill basic needs and to earn some cash. Farmers' Cooperative, in this case FOs, as a rural financial institution can play a major role to overcome poverty.

It is an opportunity to fund farmers that are willing to put in effort to increase their income with assistance from the government. Farmers Organization can identify potential farmers who are willing to work hard

and have clear directions on how to make a better livelihood. Farmers Organization has focused on supporting small farmers by providing funds and additional services for agriculture producers with small lands. These growers are eligible for government assistance intended to help smaller producers compete with larger plantations. Therefore, this kind of approach can help farmers, especially the poor farmers to have a comfortable livelihood.. Farmers Organization can act as mentors and monitor their farmers'. This program can be made stronger by implementing contract farming to ensure a secure marketing channel. Focus must also be given to small farmers because they represent the majority in rural areas. Establishing the right policies, such as creating a development programme, is important to enhance the production of agriculture. Various types of agriculture facilities can be given to farmers by using Farmers' Cooperative as a vehicle. Governments which are concerned about small farmers will allocate an annual budget as a part of their initiative to increase production yield among small farmers. Only then farmers' cooperative play their role in giving a better services to farmers.

Based on the above statement, an important role is held by Farmers Cooperative, in this case Farmers Organization, to seek out methods to improve livelihood among the farmers in rural areas. In AZAM Tani Program, Farmers Organization will assist heads of household with low income who are registered in the e-kasih system, falls under the category of abject poor/poor, and have an interest in pursuing agriculture projects. Projects implemented should be those that bring immediate result (Quick

Win Project) to the participants (FOA, Azam Tani Report, 2015). Farmer's livelihood is a matter of concern for Farmers Cooperative. Small farmers carry out projects as economic activities to fulfill basic needs and to earn some cash. Farmers' Cooperative, in this case FOs, as a rural financial institution can play a major role to overcome poverty. There is a need to create a policy framework to spur growth in the farmers development, as well as the rural economy as a whole, through the creation of projects development opportunities and increment in the agricultural output. This calls for both farmers and Farmers Organizations as partners to create an environment where such agricultural development objectives could be realized.

Systematic and fair marketing will be achieved through Farmers' Cooperative, in this case Farmers Organization. The cooperative provides a suitable way that allows farmers to sell their product. The main problem is usually access to market and receiving a reasonable price for agri-input. The role of middleman that sometimes manipulate the price of agriculture product will make it difficult for farmers to get a better price. In some cases, the middleman has been known to have farming contracts with the farmers by providing facilities such as advance credit for agri-inputs. The middleman will then deduct the expenses through sales of farmers' agriculture product itself. This shows that the middleman is in the advantageous side as they will determine the price of agricultural products, even for agri-input. Furthermore, fluctuation in prices must be considered. Moreover, lack of proper storage while in the marketing channel makes for poor handling in the post-harvest handling. All of this will place

farmers in a weak position. A majority of the respondent said that the technical assistance are provided by the AFO team that will exist during harvesting at the project site. This technical assistance focuses on maintenance of colonies. For physical maintenance such as area clearance, cleanliness, safety, and others are the participants' responsibilities.

Systematic and fair marketing will be achieved through contract farming. Contract farming is one of the high-impact marketing services by Farmers Organization which is introduced as a mechanism to help small and medium-scale agricultural production farmers to guarantee their agricultural produce. Farmers' Cooperative will find the market to sell the agriculture products that are collected from farmers. When farmers sell to Farmers Organization, in this case AFO, without middleman interfere or going through a flow of intermediary, they can get high returns. The role of Farmers Organization in providing of marketing service to the farmers will give farmers the confidence to cultivate selective agriculture products that are market driven. The peace of mind received by the farmers through this assistance can allow them to focus on increasing the yield and quality.

Farmers' representative (unit leader) will be involved in meetings to determine the direction of contract farming in every aspect, such as price, types of agriculture products to cultivate, i.e. stingless bees honey project, post-harvest handling, payment, etc. The meetings are conducted by AFO. The main objective for contract farming programme is to secure market and increase producers' revenue, and to increase the production of fruits and vegetables through systematic production planning and marketing. Quality production, sustainable agriculture, and meeting

market demands through Good Agricultural Practices (GAP) can be initiated through this mechanism. Indirectly will impact to innovation and sustainable agriculture development in rural area. Therefore to accelerate the transfer of technology in the supply chain can be occur. Then AFO will react as enabler of transformation in rural area.

Farming contract will encourage farmers to carry out agriculture or livestock activities without having to consider their land capacity. Through contract farming, all farmers will be working cooperatively as an apex body that will accumulate all land within a group. In other words, farmers under AFO will have supplier power under a reliable entity where they are members or project committee. A small land will combine to become bigger to become what is called hectare equivalent. Hectare equivalent will affect the negotiation price, power of supplier, guarantee market cultivate market driven products, strong voice, etc. The benefits of participating in contract farming are guarantee of market for the products, generating and increasing income, assured of receiving technical advisory, more systematic farm management monitored by Farmers Organization, assured of input credit facilities to members of Area Farmers Organization, and opportunity to attend courses/trainings to improve motivation and knowledge in agriculture.

Development efforts in lower income countries generally aim to improve the income of rural farming households. To fulfil the development training, the best way is to improve skill, knowledge, and ability of rural farmers to make them sustainable in this business. Feedback from the respondents showed that they agreed on the importance

of training. Farmer training is an important tool widely utilized by development programs in developing countries. The government can put their trust on Farmers Organization to run extension services by offering training packages to their farmers. Training procedures vary from one or two days workshops and seminars, on farm training and demonstration, and field visits. One of the popular extension strategies in developing countries is a 'farmer to farmer approach'. Farmers chosen to be model farmers are selected based on criteria that is determined by the development organization. Muok 2001 had stated as:

“Usually the criteria include qualities such as; education level, leadership position, success at the enterprise, and personality traits. The model farmers are trained and given inputs such as animals and tools. Other farmers are encouraged to learn from the model farmer and the model farmers are required to encourage and train their peers by generously sharing their knowledge.”

Farmers Organization applies cooperative principles such as freedom of association, democratic, one member one vote, members' economic participation, autonomy, training, and concern within community. This shows that Farmers Cooperative and Farmers Organization is a relevant institution as they play their role in ensuring sustainable livelihood of their members. They can even reduce poverty among their poor members. AFO is the closest vehicle of development for

farmers in rural areas. This unique organization can carry out economic development in rural areas with dominant services like harvesting and plough mechanization, marketing, agri-input, storage facilities, farmers' welfare, training, etc. Credit facilities and distribution of agriculture inputs are the most common activities carried out by Farmers Organization.

Problems occurring in rural areas have always been related to poverty. The most significant sector in rural areas is agriculture. Small farmers face poverty due to problems occurring in very rural areas; such as irrigation problem, diseases, capital, no access to a marketing channel, gender discrimination, and being overlooked by local authorities whose role is to develop small farmers and help them break out from poverty. With that, AFO as a local institution that is closest to the farmers have the responsibility of representing their voice to the government.

5.2.2.1 Role of Farmers' Organization

AFO will have to perform a more extensive role to become an enabler to the success of the AZAM Tani Project. They must focus on agricultural development that is commercial and dynamic. Firstly, they must focus on economic planning of the farm unit. Such an overall plan requires a substantial economic know-how, especially in the field, farm management, as well as modern agriculture and its production technique. Then, an

implementation of farm planning; in-kind supply, ordering beehives, input material, all stage cultivation including harvesting, transporting, storing, marketing and processing.

The important consideration here is that the whole process of stingless bees honey project production with the stage prior to and past the production stage must be considered as an integrated whole of various elements along with the following:

- a) Creating SOP by FOA regards to Stingless Bees Honey Project under Azam Tani Program.
- b) Implementation of project audit such as management audit, Ministry of Agriculture and Agro Based (MOA audit), National Audit and internal audit by FOs.
- c) Providing marketing services.

Assisting farmers in marketing products, ensuring good prices, and seeking new market outlets. Meanwhile, FOs has established the business plan which contains business model canvas approach, developing a value proposition of product, creating a brand name for stingless bees honey produce by FOs which is known as AzamBeesTani.

- d) Developing and activating the Farmers Unit to implement social business.

Farmers Organization in Chetok has been given the role of Farmers Unit to fill the void in activities of sustainable contract farming, post-harvest handling, proper management, farmer's

security (Fraud in Agriculture Investment Scheme), payment, food supplement, and training.

- e) Organize farmers' training with the objectives to increase awareness, skills in project management aspects, technology transfer, and paradigm shift. This is to develop human capital towards enhancement of knowledge, skills and attitude.

5.2.3 Objective 3: To determine the factors contributing to the effectiveness of this project.

Farmers' Organization needs to have active members for the potential to develop economically. Perspective has been determined to be the internal and external factors that influences the success of the project. Internal factor refers to the individual itself and their response to the project. With regards to the initial response of participants towards the project, all of them expressed willingness to implement the project. Their response on preferring to receive project equipment rather than cash allocation is an indicator of their willingness to take action for the success of the project. The participants were also motivated because they have a suitable area surrounding their house to carry out the project, and especially because of the service assistance given by AFO. Although income generated from the project differed among the participants, the project still succeeded in increasing participants' income. Participants' confidence in the collaboration with AFO is the main factor for the success of the project. The participants also expressed their willingness to participate in training as they realize that knowledge is important for the

project. Through training, the participants could enhance their knowledge, skill and ability. More so, participants responded eagerly when asked regarding expanding or receiving new projects in the future. This stimulating reaction reflects a positive perspective towards the implementation of the project. The combination of all these characteristics under the internal factor are positively in line with each other. This shows that the participants' responses are positive.

Participants' expectations towards the role of AFO and their dependency on AFO's assistance is apparent. A survey was conducted at the early stages to identify qualified participants from the names listed in the e-kasih system. Due to the overwhelming response from the participants, who had high expectations on the project, the project was carried out immediately. This high expectation is interrelated with AFO's role in providing assistance to participants. AFO is not acting only as the agency, they also implement the procurement and supply equipment needed for the AZAM Tani project. Even more important is the continuity of the project in the future. The continuity will be strengthened through implementation of training program, in-situ coaching, maintenance services, post-harvest handling, harvesting, marketing, and payment. This business model is a part of participant's expectation and it is being emphasized to be realised. The action by AFO in buying honey products and paying cash is preferred by participants. Besides that, participants also expect more training to be conducted by AFO. The courses may be about the technical aspects or for self-potential, both is preferred. This means the

external factor has been expressed as positive for the cooperation between participants and AFO.

After going through the findings made from the responses collected, it is important to study the correlation between both factors and how it impacts the stingless bees honey project under AZAM Tani Program. A combination of positive for both factors will result in a positive impact. On the other hand, a mixed combination of positive and negative for any of the two factors will result in a negative impact.

5.3 Conclusion

The response from the participants in this Azam Tani program is an important thing to be discovered. Participants were introduced to various types of agriculture projects and for this program, participants chose the stingless bees honey project. The total of participants in this project is 37 farmers in the Pasir Mas District. The results showed a positive response from the early stages of the project's implementation phase. Participants had shown determination to carry out the projects. The participant's level of confidence increased due to an active role played by AFO to develop sustainability and to strengthen the project. The participants did not perform the project in isolation, similar to other projects under the AZAM Tani program. Implementation of the hectares equivalent concept has accumulated an amount of 370 colonies, making AFO the largest producer in the Pasir Mas District. As a result, participants are confident and positive to implement the projects as the contribution of the services provided by the AFO is highly significant. The role of the AFO as a collecting centre for stingless bees

honey and creating AzamBeesTani brand makes this project more viable. Through training, there is a potential to further develop resulting in a positive response, which will unlock the potentials of the participants. The development of human capital that creates the positive potential to succeed gives a higher probability for the participant to break out from the poverty cycle. Course modules on the ways of thinking, feeling, communicating and action must be compulsory in the training. This is to create the power of inner self momentum that could break the wall of poverty which they have experienced over the years. Research has found the response of the participants towards the project to be very positive. The active role of AFO in this project allows participants to be more self-reliant and motivate them to make a change in their lives. This shows that the internal factor in this project is a positive.

High expectation is shown by participants concerning the assistance given by the AFO. They recognise the presence of AFO in their area. Integrated servicing by the AFO to participants are aligned with the aspirations of the farmers. External factors have been evaluated to be positive among the participants. Eagerness to carry out the stingless bees honey project and the hope to receive benefits from the AZAM Tani program are the dominant expectation observed. Participants hope that AFO can play an active role in terms of buying and marketing their products. This is similar to contract farming, as it is to ensure a secure channel of buyers. AFO buys the honey and pays cash directly to the participants. Integrated services including post-harvest handling, harvesting, transportation, marketing, in-situ training, payment service, and more have been received positively. Participants' expectations on AFO, supported by FOA, to organize more training courses show their willingness to increase knowledge and

exposure. They are optimistic that the stingless bees honey can succeed and contribute significantly to honey production because of mass capacity. Evidently, the external factor is also positive.

When talking about the effectiveness of the stingless bees honey project under the AZAM Tani program, this research led to the perspective of the participants themselves and their belief that this project can help them increase their income. They showed persistence to succeed. Meanwhile, in terms of internal factor, positive aspiration refers to potential and the desire to success. Moreover, the role of AFO to help the participants in integrated services has generated a positive impact on the internal and external factor. Both aspects impact the effectiveness of the program. Similarly, the paralleling of the two factors is the key indicator of this research's findings. The combination of the two factors determine the effectiveness of the program.

As a conclusion, the Farmers Organization (FOs) role towards poverty reduction in our country is significant. Area Farmers Organization (AFO) is a relevant body in the rural area localities that can mobilize their members. For the stingless bees honey project run by FOA under AZAM Tani program, the participants earn an extra income that will help them with daily expenses. In other words, AFO can help them achieve a sustainable livelihood for their families. Furthermore, this project contributes to the stingless bees honey production in Kelantan. Indeed, the role played by both AFO and participants' in their involvement is important to determine the effectiveness of this project. Hence, the effectiveness of the AZAM Tani program requires implementation of the internal and external elements to achieve the desired success to overcome poverty in rural areas.



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